

Airport Media- **Branding & Promotion**

Rest of India (Except Delhi/Mumbai)

Annual Passenger Traffic

Location	Domestic Traffic	International Traffic	TOTAL
HYDERABAD	9,135,060	3,314,844	12,449,904
PUNE	5,135,100	274,356	5,409,456
CHENNAI	10,960,584	5,448,420	16,409,004
GOA	3,620,040	306,420	3,926,460
KOLKATA	10,816,344	2,235,156	13,051,500
COIMBATORE	1,702,284	148,440	1,850,724
TIRUPATI	314,280	0	314,280
TRICHY	181,440	1,207,584	1,389,024
AURANGABAD	284,316	0	284,316
VIZAG	1,571,424	144,624	1,716,048
VIJAYAWDA	359,340	0	359,340
RAJAHMUNDRY	155,664	0	155,664

Bengaluru International Airport



The Gateway to South India



DOMINATE



MEDIA BENEFITS

- Target all departing passengers with synchronized creative
- Excellent location facing domestic and international passengers entering the terminal.
- 6 synchronized creative to draw attention while passengers queue up for entering the terminal.

GREETING MUPI

LOCATION

Area: Terminal Entrance Gates

Audience: Common

No of units: 6

BOOKING CONDITIONS

Commercials: INR 14,00,000/-

Production cost: INR 22,191/-

Minimum booking: 1 Month

No. of Clients: 3

SPECIFICATION

Site Code: TER01M-06M

Format: 1.2 x 1.8m (2.16m²)
4 x 6ft (24 Sq.ft.)



Departures : MUPIs

Production Note

- Any information contained in this document is for informational purpose only and is subject to modification.
- Dismantling, pasting, and electricity charges would be applicable , if any.
- Design Subject to BIAL Approval.
- Production cost is inclusive of all taxes.
- Lead time for print is maximum of 72hrs upon receipt of creative



DIGITAL POLE MOUNTS

MEDIA BENEFITS

- Capture 100% of Departing Passengers
- Unique, Dominating and Eye-Attracting Digital display located at a key location where passengers have a high dwell time.
- Vibrant and effective style to display your message by having limitless creativity to be broadcast in network format at Check-in Hall.

LOCATION

- Area:** Check-in Hall
- Audience:** Common Departure
- No of units:** 5 with 2 Screens each

BOOKING CONDITIONS

- Commercials:** INR 15,00,000/-
- Minimum booking:** 1 Month
- Spot duration:** 15 seconds

SPECIFICATION

- Site Code:** CH01DP-03DP
- Format:** 70" Vertical Screens
- No of Clients:** Shared between 4 clients
- Production cost:** INR 11,450/- per Upload



DIGITAL



MEDIA BENEFITS

- Exclusive placing in front of the only departure point Domestic Boarding area
- Capture 100% of Departing Passengers
- Cover Premium passengers at the Lounges
- Unique, Dominating and Eye-Attracting Digital display located at a key location where passengers have a high dwell time.
- Vibrant and effective style to display your message by having limitless creativity to be broadcast in network format at domestic departure retail zone.



DIGITAL MUPIs

LOCATION

Area: Domestic Security Hold Area

Audience: Domestic Departure

No of units: 6

BOOKING CONDITIONS

Commercials: INR 15,00,000/-

Minimum booking: 1 Month

Spot duration: 15 seconds

SPECIFICATION

Site Code: DSHA01DM – 06DM

Format: 70" Vertical Screens

No of Clients: Shared between 4 clients

Production cost:: INR 11,450/- per Upload



DOMINATE



MEDIA BENEFITS

- Total coverage of affluent passengers at boarding lounge
- Reach all domestic departing passengers while boarding their plane.
- Unique and exclusive synchronized scrolling media to create domination effect.
- Reinforced dwell time and visibility

DOMESTIC BOARDING MUPI

LOCATION

Area: Domestic Boarding Lounge

Audience: Domestic Departures

No of units: 16

BOOKING CONDITIONS

Commercials: INR 18,00,000/-

Production cost: INR 62,874/-

Minimum booking: 1 Month

No. of Clients: 3

SPECIFICATION

Site Code: DBL01M-11M

Format: 1.2 x 1.8m (2.16m²)
4 x 6ft (24 Sq.ft.)



MEDIA BENEFITS

- Light box at key location for delivering your message to arrival passengers.
- Located at domestic arrivals strategic zone to capture 100% domestic arrival.
- Limitless innovation possible with wall branding to convert zone to your targeted brand presence.

LIGHTBOX

LOCATION	BOOKING CONDITIONS	SPECIFICATION
<p>Area: Domestic Arrival West Corridor</p> <p>Audience: Domestic Arrivals</p> <p>No of Faces: 1 Face</p>	<p>Commercials: INR 11,00,000/-</p> <p>Production cost: INR 13,193/-</p> <p>Minimum booking: 1 Month</p>	<p>Site Code: AWC01L</p> <p>Format: 6x2.1m (12.6 Sq.m.) 19.7 x 6.8ft (134.8 Sq.ft.)</p>



DOMINATE



MEDIA BENEFITS

- Welcome the arrival passengers with 100% coverage
- Reach all domestic and international arriving passengers.
- Unique and exclusive synchronized scrolling media to create domination effect.

ARRIVAL MUPI

LOCATION

Area: Common Arrival Hall

Audience: Common Arrivals

No of units: 2

BOOKING CONDITIONS

Commercials: INR 12,00,000/-

Production cost: INR 7,397/-

Minimum booking: 1 Month

No. of Clients: 3

SPECIFICATION

Site Code: AH01M-02M

Format: 1.2 x 1.8m (2.16m²)
4 x 6ft (24 Sq.ft.)



IMPACT



MEDIA BENEFITS

- No clutter, clear visibility.
- Capture 100% of Arriving Passengers
- Distance between two media is 400 meters.
- Allow advertisers to claim ownership of KIAB and establish their brands as flagship advertisers.

BILLBOARD

LOCATION

Area: Main Exit Road

Audience: Common Arrivals

No of units: 1

BOOKING CONDITIONS

Commercials: INR 16,00,000/-

Production cost: INR 31,929/-

Minimum booking: 1 Month

SPECIFICATION

Site Code: MER09B

Format: 60x20ft (1200 Sq.ft.) Front lit Billboard
18 x 6m (108 Sq.m.)



DOMINATE



MEDIA BENEFITS

- Create a strong Brand awareness with high impact and eye-catching Seniors formats, strategically located at tactical addresses in KIAB, ensuring best coverage of the most frequented areas and arterial roads.
- Seniors help you target your core audience, turning display into your Brand's flagship in KIAB.

SENIOR

LOCATION

Area: Terminal Road

Audience: Common

No of units: 6

BOOKING CONDITIONS

Commercials: INR 17,00,000/-

Production cost: INR 68,859/-

Minimum booking: 1 Month

No. of Clients: 3

SPECIFICATION

Site Code: DZ01S-04S, AZ05S-06S

Format: 3.1 x 2.3m (7.1 Sq.m)
10.2 x 7.5ft (76.5 Sq.ft.)



Kolkata Airport



Site no: 01 of Size 50' x 8'
(Ambilit hoarding in the outer pillar space in front of the domestic arrival exit gate no.01)
Rs.10,20,000 /- per month



Site no: 01 of Size 50' x 8'
(Ambilit hoarding in the outer pillar space in front of the domestic arrival exit gate no.01)
Rs.10,20,000 /- per month



LOCATION:

DEPARTURE LOUNGE

SITE:

SECURITY CHECK-IN AREA BETWEEN JET & AIR INDIA COUNTER

SIZE:

16' X 5'

TYPE:

NONLIT

RATE:

Rs. 3,75,000/=PM



LOCATION:

SECURITY HOLD AREA

SITE:

INFRONT OF PASSENGERS' WAITING HALL

SIZE:

10' X 5'

TYPE:

NONLIT

RATE:

Rs. 3,50,000/=PM



LOCATION:

SITE:

SIZE:

TYPE:

RATE:

SECURITY HOLD AREA

OUTER WALL OF TOILET

10' X 5'

NONLIT

Rs. 3,50,000/=PM



LOCATION:

SECURITY HOLD AREA

SITE:

WAY TO BUS LOUNGE FROM 1ST FL

SIZE:

12' X 12'

TYPE:

NONLIT

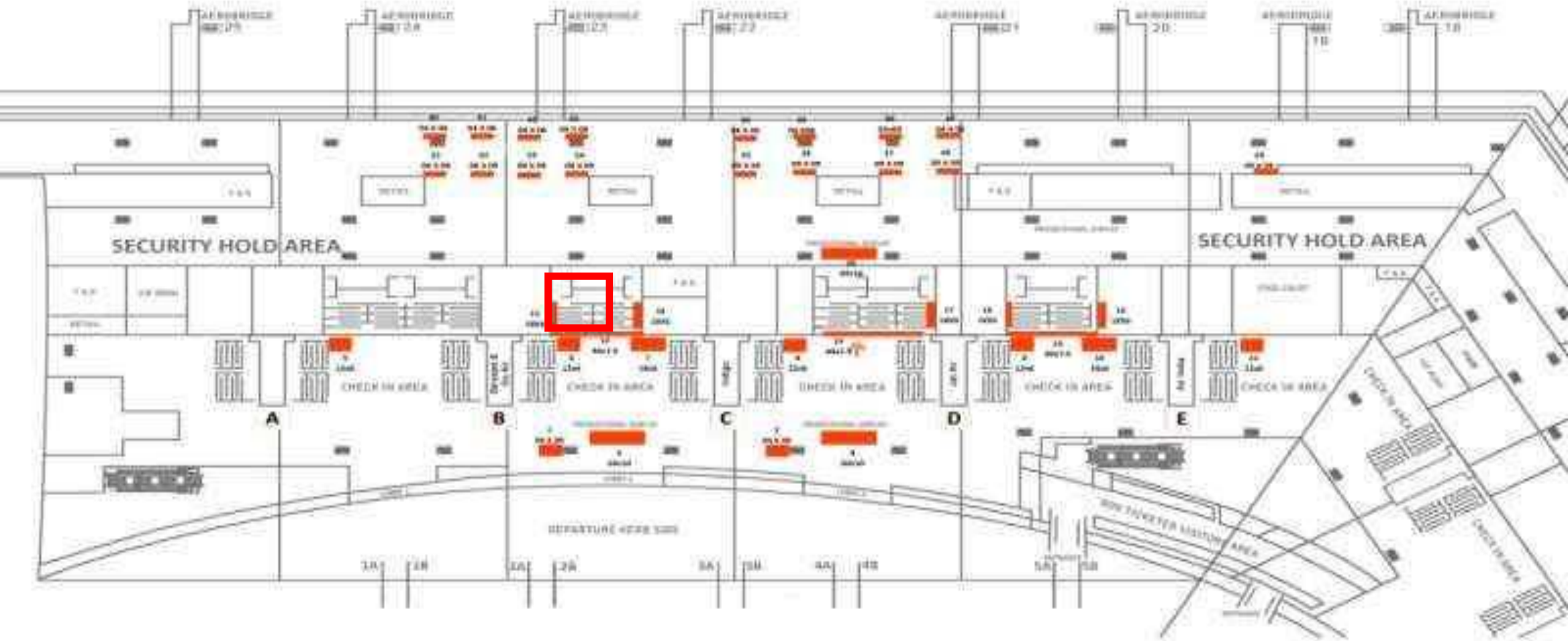
RATE:

Rs. 6,50,000/=PM



Site no: **Pre Security Check** of Size 18' x06' **(SUBJECT TO AVAILABILITY)**
(Ambilit Self Adhesive Vinyl display on the right side wall of the Pre Security Check)
Rs.11,95,000 /- per month (Service Tax is applicable @ 14%)

▶ Domestic Departures – Check In Area



Site no: 06 of Size 12' x06'

(Ambilit Self Adhesive Vinyl display on the right side wall of the check in counter block 'B' visible to all the passengers at Check In Area in the Spice jet & Go Air Zone)

Rs.4,95,000 /- per month (Service Tax is applicable @ 15%)

▶ Domestic Departures – Check In Area



Site no: 06 of Size 12' x06'

(Ambilit Self Adhesive Vinyl display on the right side wall of the check in counter block 'B' visible to all the passengers at Check In Area) in the Spice jet & Go Air Zone)

Rs.4,95,000 /- per month (Service Tax is applicable @ 14%)

▶ Domestic Departures – Security Hold Area



Site no: 25 of Size 9' x9'
(Backlit free standing unit display along with glass pillar facing towards passengers seating in the security hold area)
Rs.5,78,000 /- per month (Service Tax is applicable @ 14%)



Site no: 25 of Size 9' x9'
(Backlit free standing unit display along with glass pillar facing towards passengers seating in the security hold area)

Rs.5,78,000 /- per month (Service Tax is applicable @ 14%)

▶ Domestic Arrivals



Site no: 52 of Size 10' x5'
(Backlit free Standing Unit display next to the arrival exit gates opening in the public
concourse area)
Rs.5,70,000 /- per month

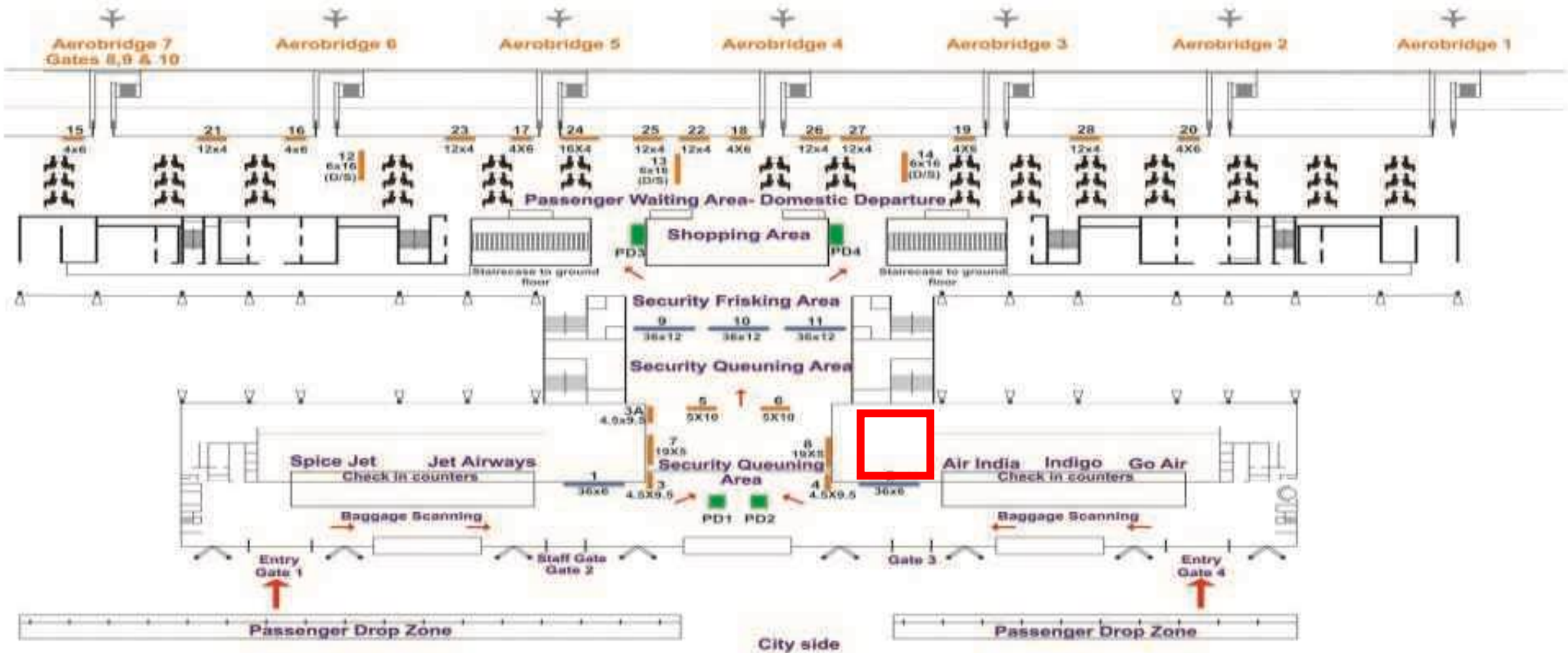


Site no: 52 of Size 10' x5'
(Backlit free Standing Unit display next to the arrival exit gates opening in the public
concourse area)
Rs.5,70,000 /- per month



Chennai Airport

Domestic Departures – Check In Area



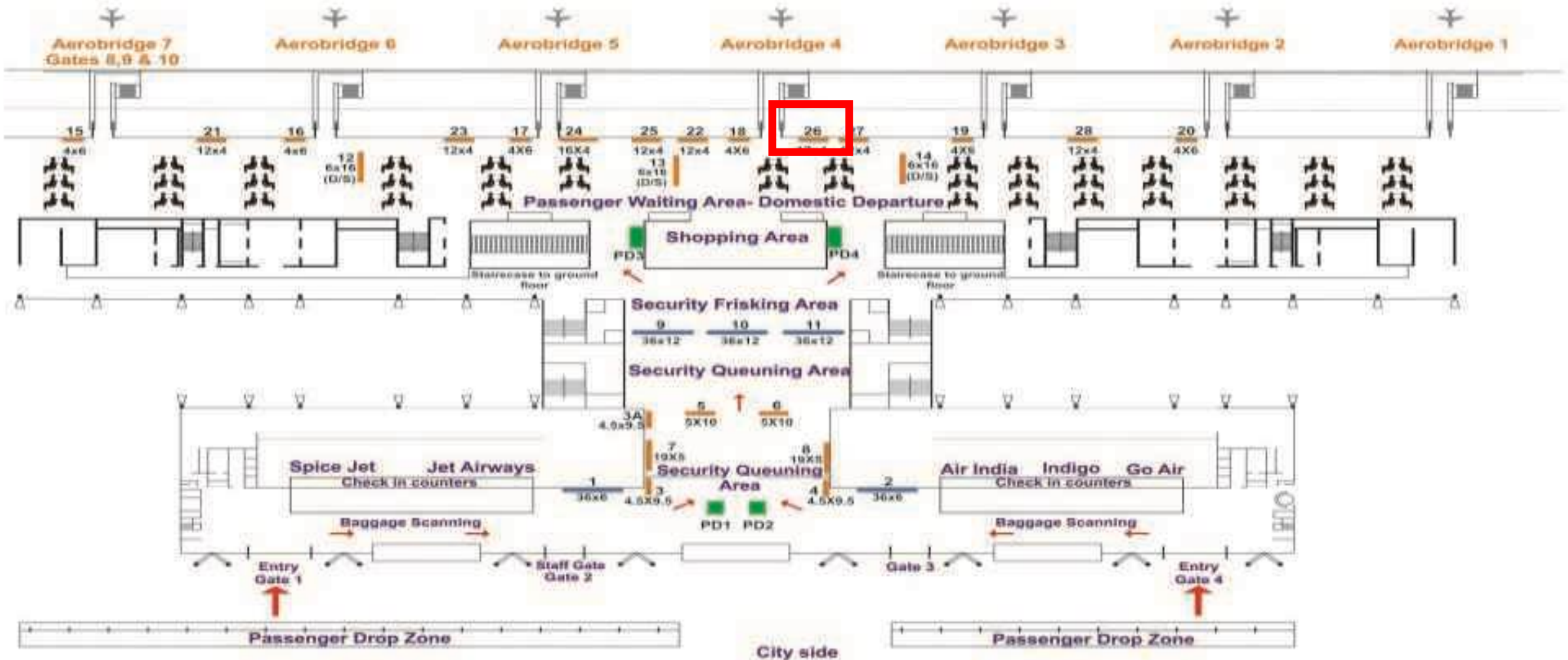
Site no: 2 of Size 36' x 6'
(Large format ambient display above the check in counter visible to 100% departing passengers at Check In Area)
Rs.11,90,000/- per month

▶ Domestic Departures – Check In Area



Site no: 2 of Size 36' x6'
(Large format ambilit display above the check in counter visible to 100% departing passengers at Check In Area)
Rs.11,90,000/- per month

Domestic Departures – Security Hold Area



Site no: 26 of Size 12' x 4'
(Strategically positioned backlit display within the seating arrangement visible to all the passengers at domestic departures)

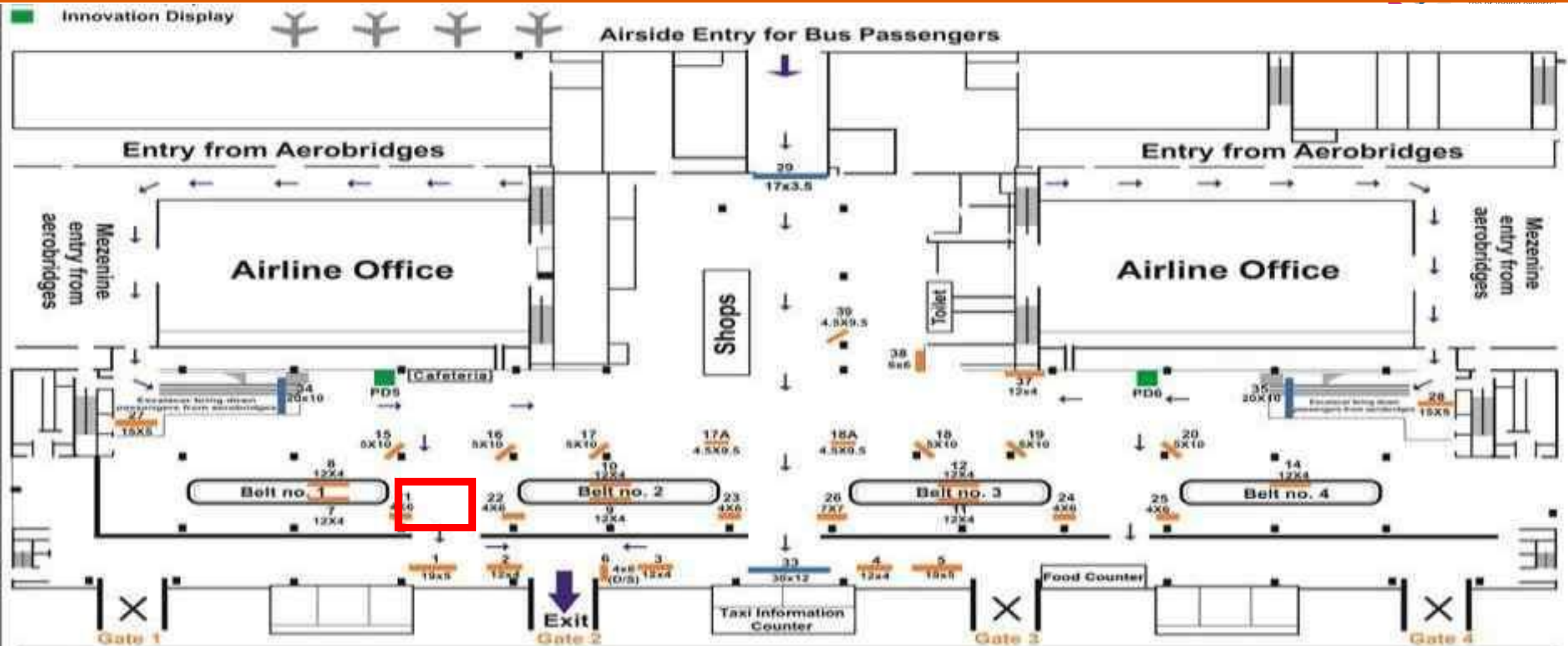
Rs.8,65,000/- per month (Blocked by other client)

▶ Domestic Departures – Security Hold Area



Site no: 26 of Size 12' x 4'
(Strategically positioned backlit display within the seating arrangement visible to all the passengers at domestic departures)
Rs.8,65,000/- per month

Domestic Arrivals – Baggage Claim Area



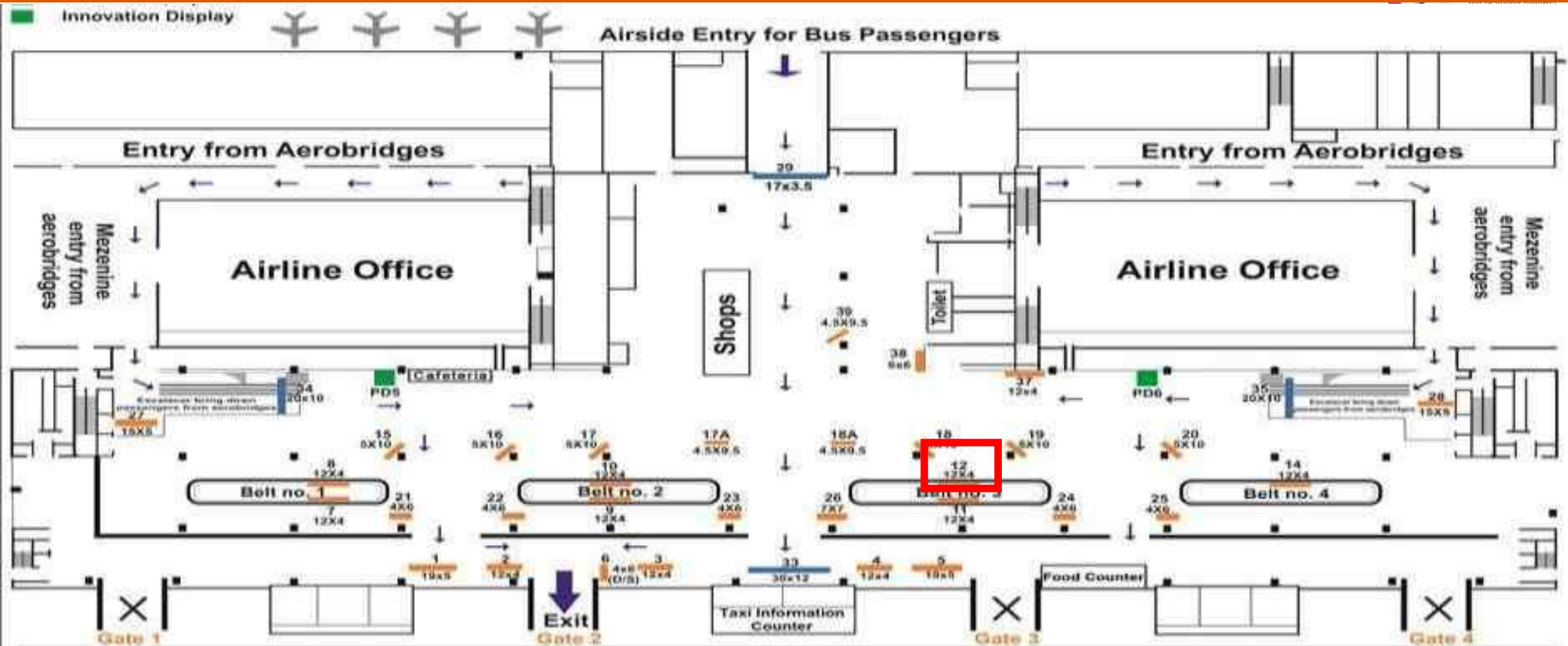
Site no: 01 of Size 19' x 5'
(Backlit translite near to exit gate with full visibility to all the passengers leaving from arrivals lounge)
Rs.9,20,000/- per month

▶ Domestic Arrivals – Baggage Claim Area



Site no: 01 of Size 19' x5'
(Backlit translite near to exit gate with full visibility to all the passengers leaving
from arrivals lounge)
Rs.9,20,000/- per month

Domestic Arrivals – Baggage Claim Area

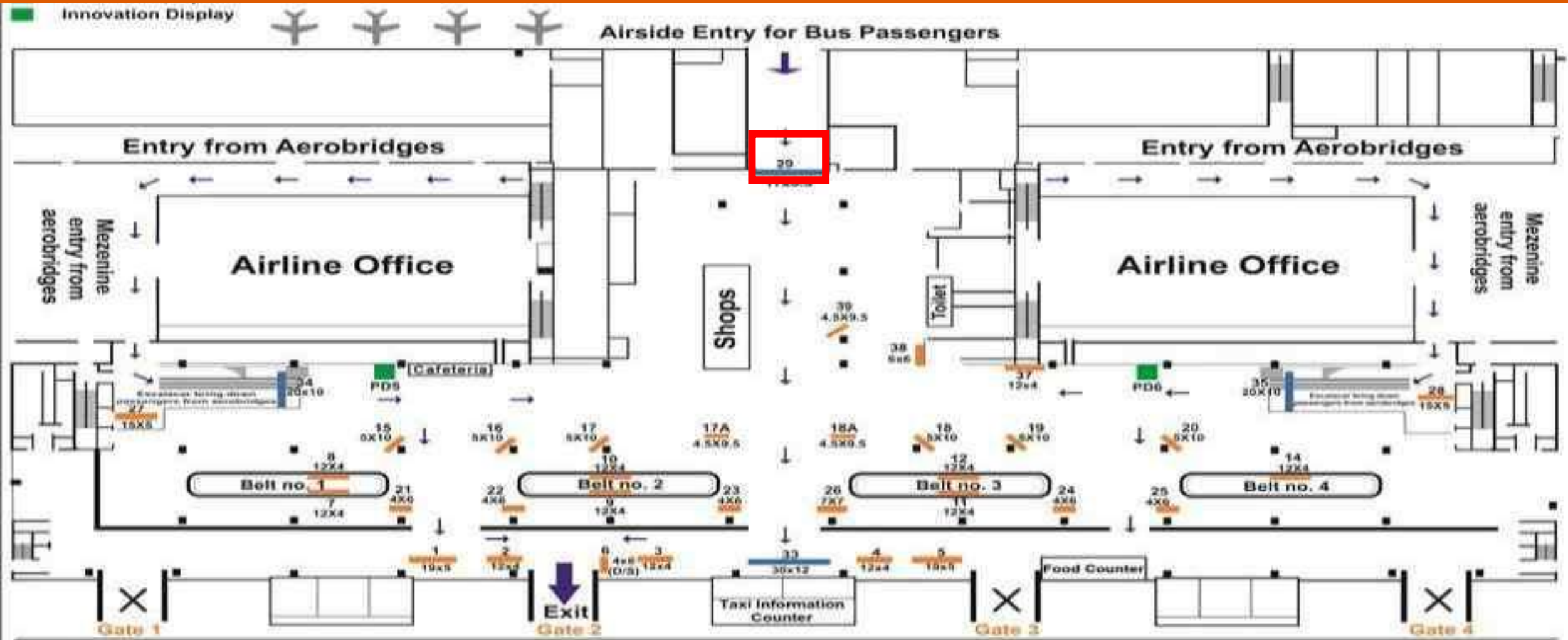


Site no: 11 of Size 12' x 4'
(Backlit Translite within the conveyor belt visible to all the passengers collecting baggage from baggage claim area)
Rs.7,60,000/- per month



Site no: 2 of Size 36' x6'
(Large format ambient display above the check in counter visible to 100% departing passengers at Check In Area)
Rs.11,90,000/- per month

Domestic Arrivals – Baggage Claim Area



Site no: 29 of Size 17' x3.5'
("Not to be Missed" ambilit display above the entry door while entering from apron through the buses above the glass partition door)
Rs.7,60,000/- per month

▶ Domestic Arrivals – Baggage Claim Area



Site no: 29 of Size 17' x3.5'
("Not to be Missed" ambilit display above the entry door while entering from
apron through the buses above the glass partition door)
Rs.7,60,000/- per month



Vertical Digital Displays

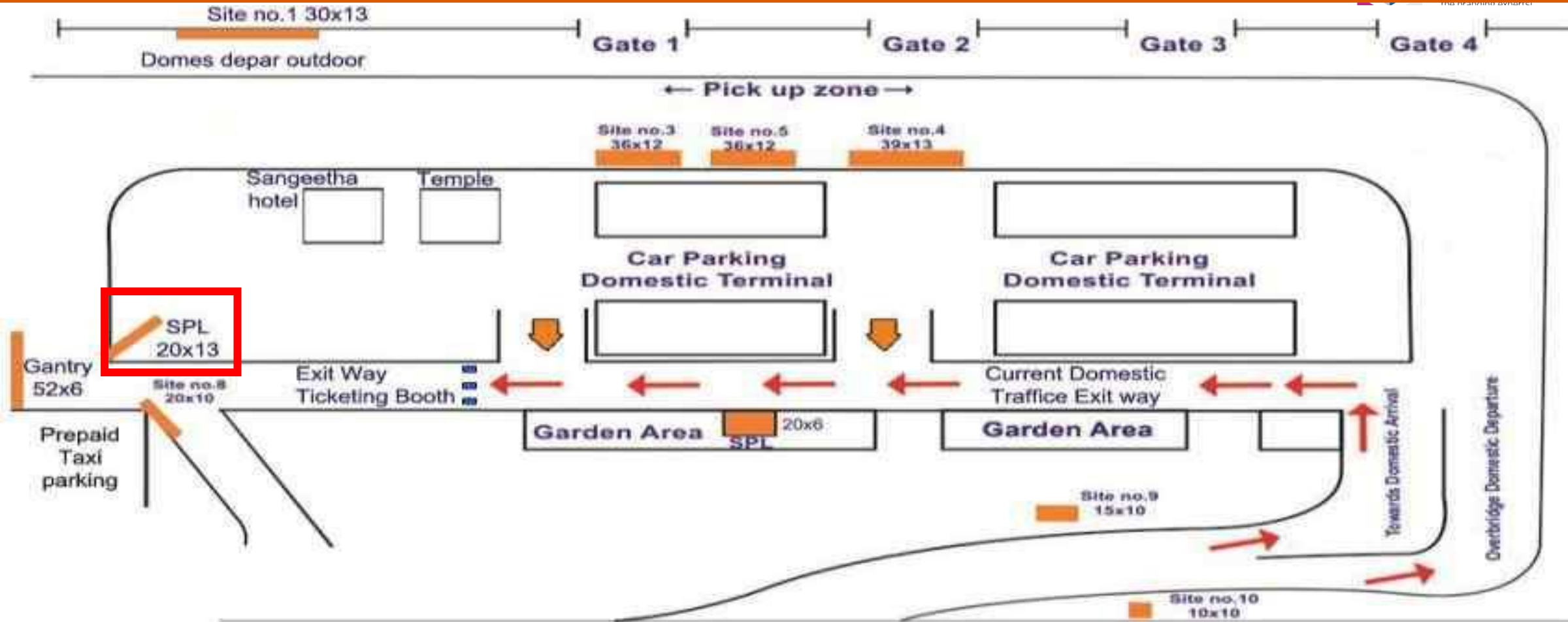
There are a total of 8, 65” Digital Displays placed at various locations at Chennai Airport covering all domestic departures and arrivals.

- 2 at the Domestic Arrival.
- 2 at the Domestic Check-in Area.
- 2 at the SHA Aerobridge Level.
- 2 at the SHA Bus Gate Level.

MEDIA RATE(RS)

10 sec Advertising Slots on all 8 Screens
Rs. 4.0 lacs per month

▶ Outdoor



Site no: SPL of Size 20' x13'
(Backlit hoarding display on the turning of the arrival exit to
the City side from the canopy)
Rs.10,80,000/- per month

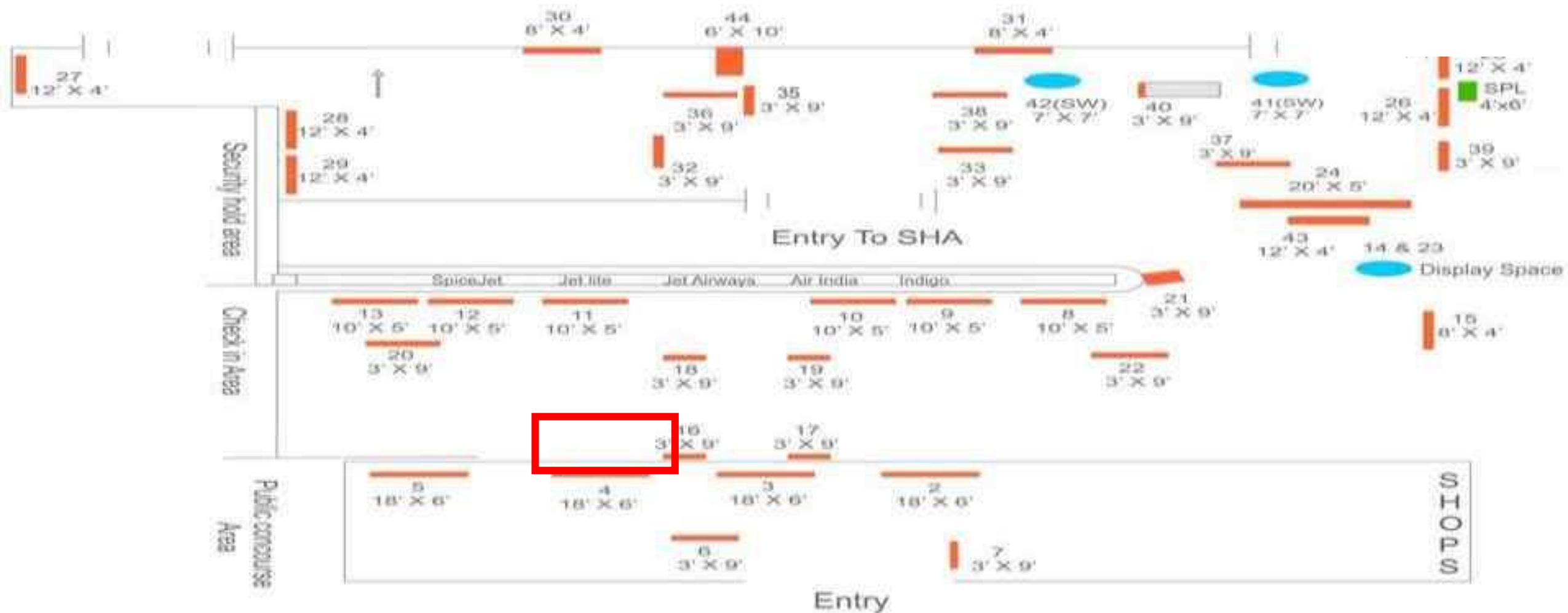


Site no: SPL of Size 20' x13'
(Backlit hoarding display on the turning of the arrival exit to
the City side from the canopy)
Rs.10,80,000/- per month



Ahmedabad Airport

Domestic Departures – Public Concourse Area



Site no: 4 of Size 18' x 6'
(Large Format Backlit Translite with an Inescapable View above the seating arrangement visible to all the passengers & visitors at the Public Concourse Area)
Rs.5,90,000 /- per month

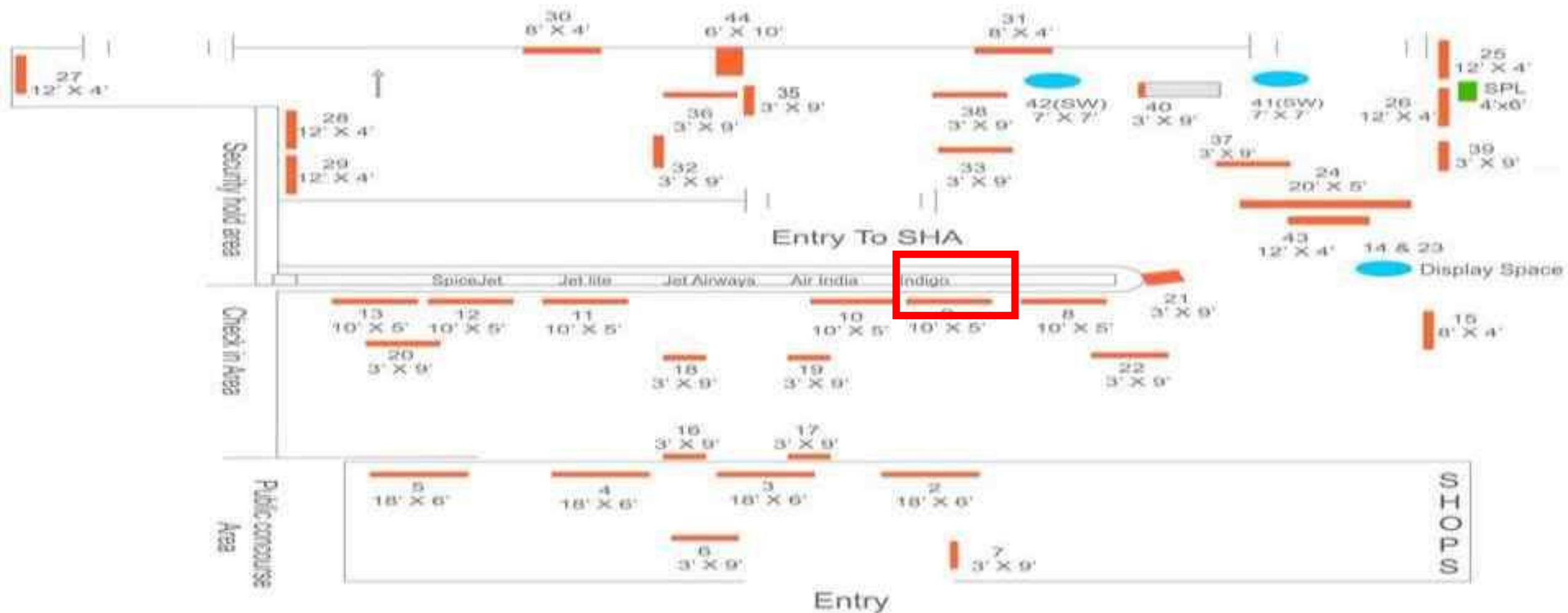
▶ Domestic Departures – Public Concourse Area



Site no: 4 of Size 18' x6'
(Large Format Backlit Translite with an Inescapable View above the seating arrangement visible to all the passengers & visitors at the Public Concourse Area)
Rs.5,90,000 /- per month

08/09/2014

Domestic Departures – Check In Area



Site no: 9 of Size 10' x 5'
("Not to be Missed" Backlit Translite above the check in counters with an "Imposing View" visible to all the passengers at the Check In Area)
Rs.3,60,000/- per month

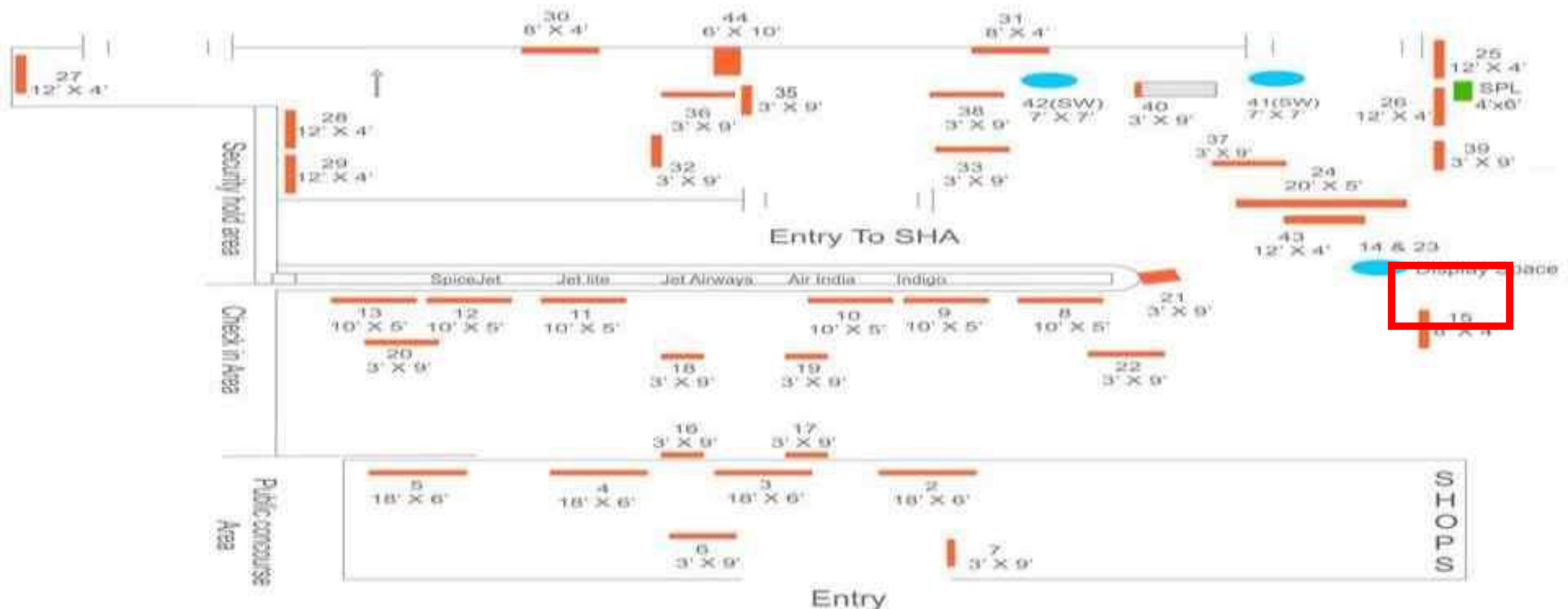
▶ Domestic Departures – Check In Area



Site no: 9 of Size 10' x5'
("Not to be Missed" Backlit Translite above the check in counters with an "Imposing View"
visible to all the passengers at the Check In Area)
Rs.3,60,000/- per month

14/04/2014

Domestic Departures – Check In Area



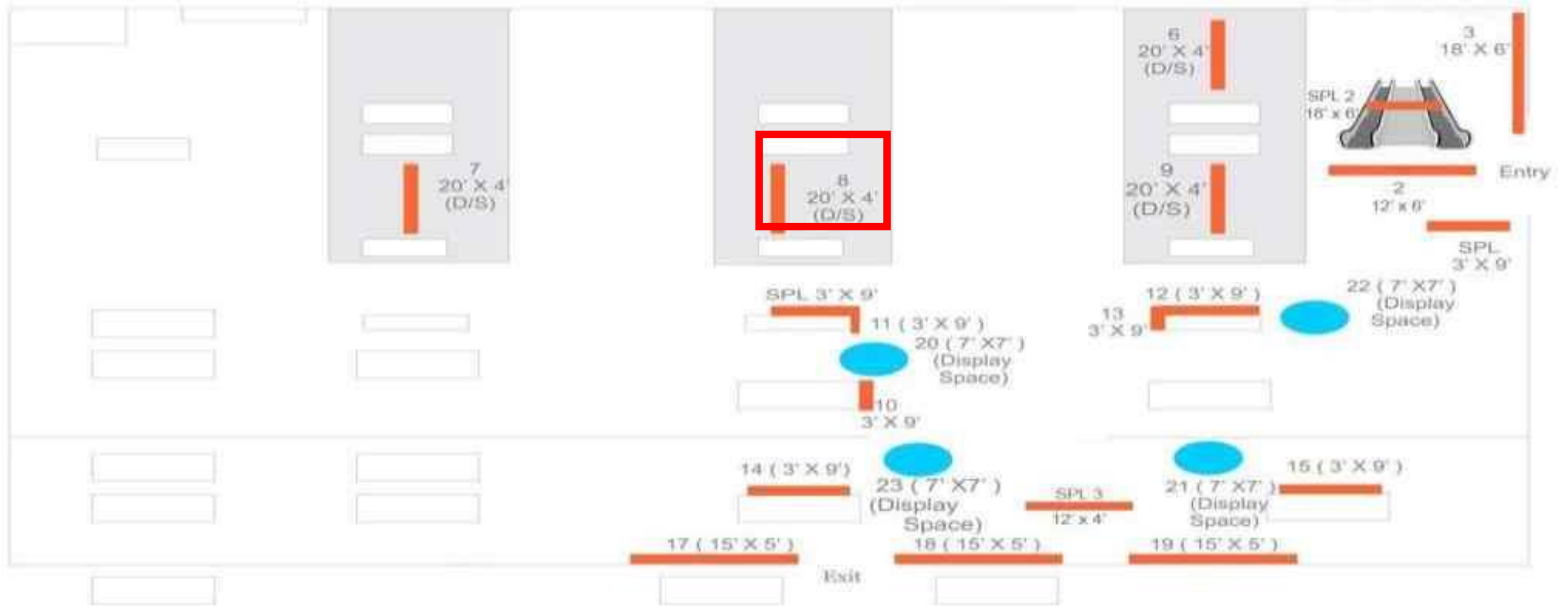
Site no: 15 of Size 8' x4'
(Strategically positioned Backlit Standing Stunner next to the seating arrangement visible to all the passengers at the Check In Area)
Rs.3,00,000/- per month

▶ Domestic Departures – Check In Area



Site no: 15 of Size 8' x4'
(Strategically positioned Backlit Standing Stunner next to the seating arrangement visible to all the passengers at the Check In Area)
Rs.3,00,000/- per month

Domestic Arrivals – Baggage Claim Area



Site no: 8 of Size 20' x4' (Double Sided)
(Double Sided Large Format Backlit Translite within the conveyor belt catching the view of all the passengers collecting Baggage from the Baggage Claim Area)

Rs.6,40,000/- per month

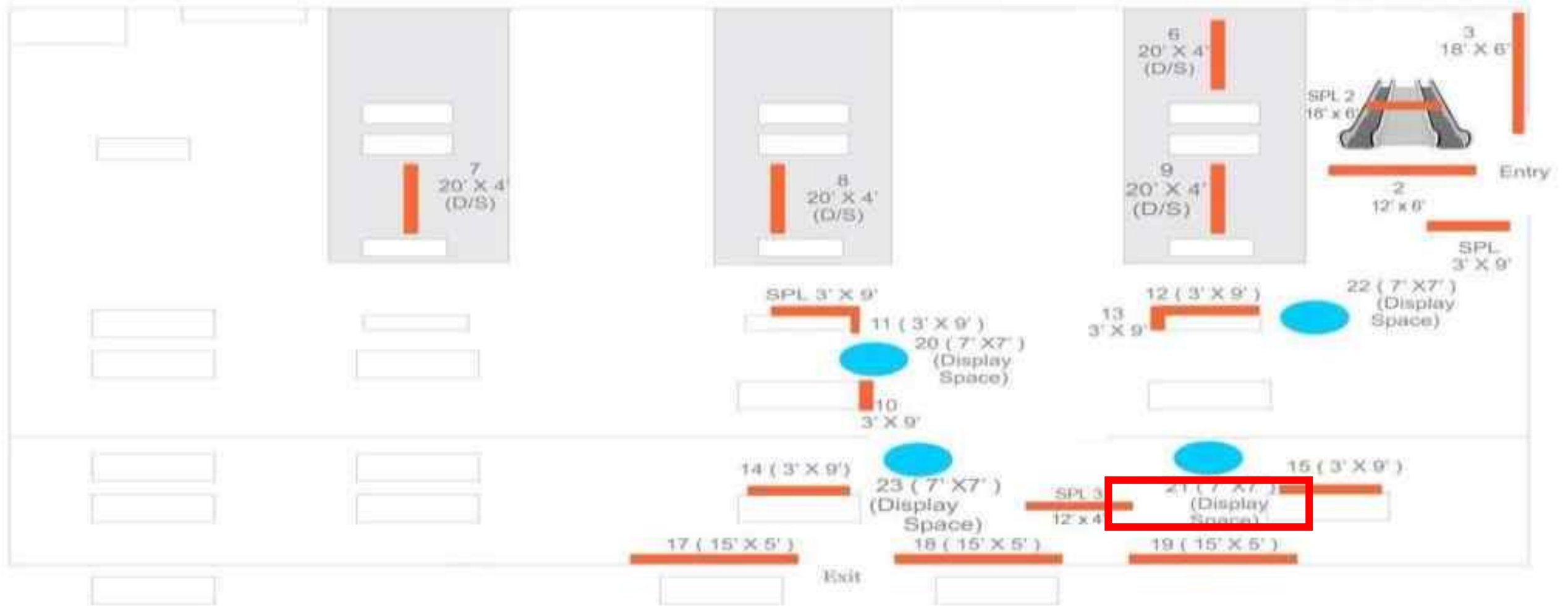
▶ Domestic Arrivals – Baggage Claim Area



Site no: 8 of Size 20' x4' (Double Sided)
(**Double Sided** Large Format Backlit Translite within the conveyor belt catching the view
of all the passengers collecting Baggage from the Baggage Claim Area)
Rs.6,40,000/- per month

08/09/2014

Domestic Arrivals – Baggage Claim Area



Site no: 19 of Size 15' x 5'

(Large Format Trivision with Three Different Displays creating “Majestic Visual Impact” on all the passengers at the Domestic Arrivals Lounge)

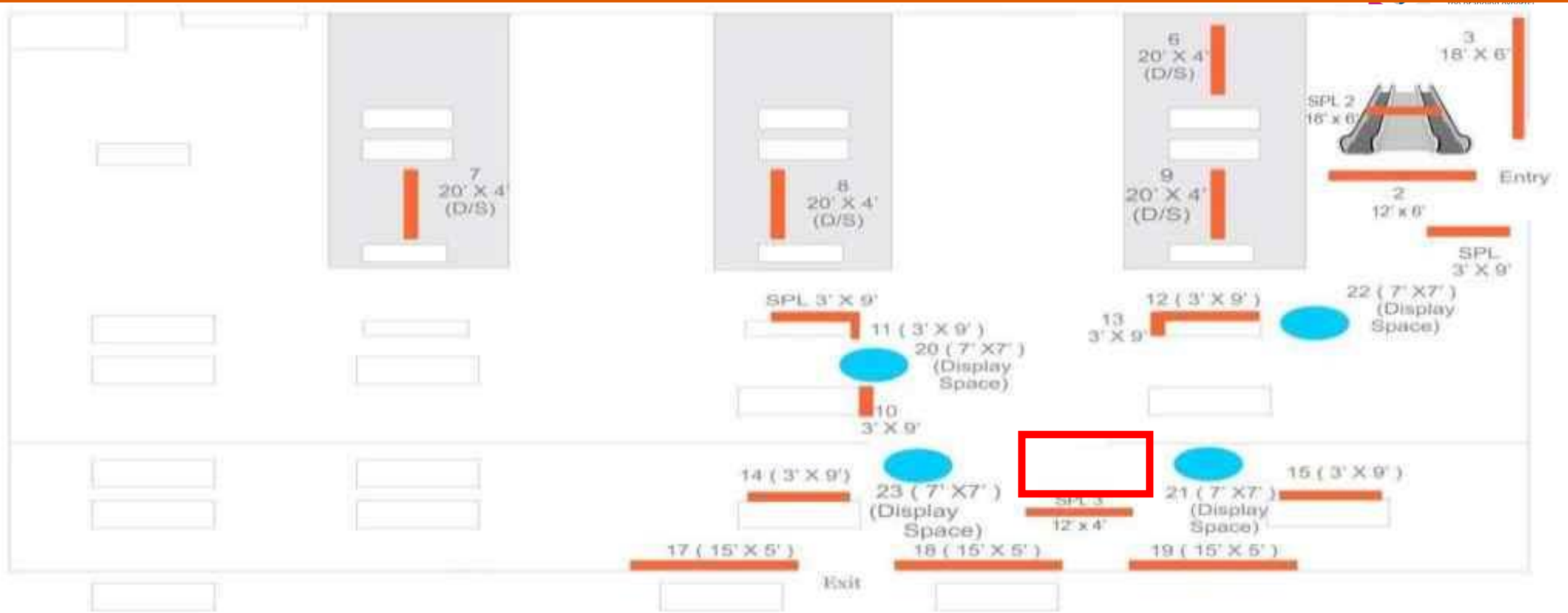
Rs.5,20,000/- per month (Blocked by other Client)

▶ Domestic Arrivals – Baggage Claim Area



Site no: 19 of Size 15' x5'
(Large Format Trivision with Three Different Displays creating "Majestic Visual Impact" on all the passengers at the Domestic Arrivals Lounge)
Rs.5,20,000/- per month

Domestic Arrivals – Baggage Claim Area



Site no: SPL 3 of Size 12' x 4'
("Not to be Missed" Backlit Translite near exit gate catching the view of all the arriving passengers)
Rs.5,40,000/- per month

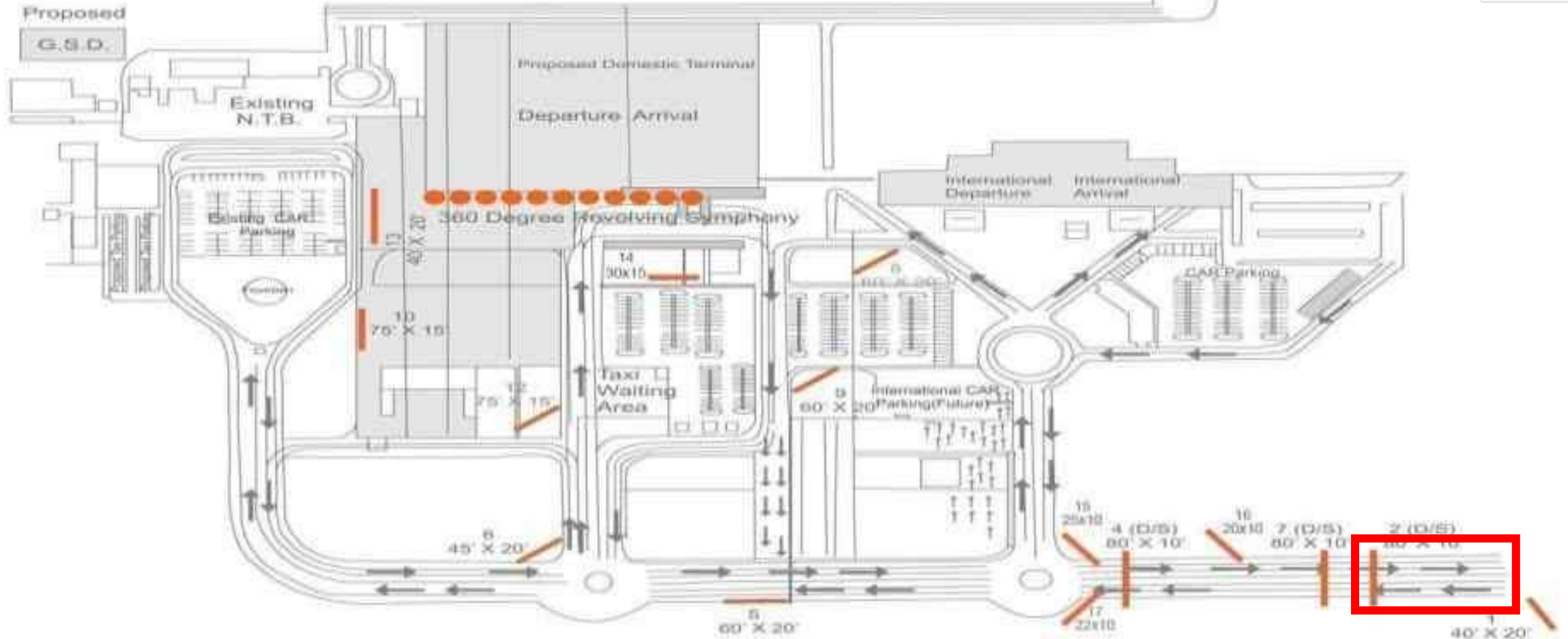
▶ Domestic Arrivals – Baggage Claim Area



Chhattisgarh
1800 102 6415
www.chhattisgarhtourism.net

Site no: SPL 3 of Size 12' x4'
("Not to be Missed" Backlit Translite near exit gate catching the view of all the arriving passengers)
Rs.5,40,000/- per month

05/01/2015



Hoarding no: 1 of Size 40' x20'
(Large format Hoarding with “Frontal & Tremendous Visual Impact” catching the view of all the passengers outside the Terminal Building)
Rs.5,90,000/- per month



Hoarding no: 1 of Size 40' x20'
(Large format Hoarding with “Frontal & Tremendous Visual Impact” catching the view of all the passengers outside the Terminal Building)
Rs.5,90,000/- per month



Pune Airport



Pune Airport : Static Backlit Hoarding

There are a total of 2 Backlit Hoardings.

1 at Arrival Exit :

- Located opposite the Arrival terminal building, directly facing the arriving passengers.
- Prominently visible to all domestic & International arrivals / visitors.
- Time & Temperature Display at the bottom enhances visibility.

Rs.4.25 lakhs per month plus taxes

Pune Airport : Backlit Glow Sign Board

There are a total of 2 Backlit Glow Sign Boards.

- Located at the Arrival exit gate inside the terminal building directly facing the passengers exiting the Airport.
- Head-on site, visible to all domestic & International passengers departing from the Terminal Building.

Rs.6.5 lakhs per month plus taxes





Pune Airport : Digital Signage

- There are a total of 4, 65” Digital Signages placed at SHA & in the Arrival Hall.
 - 2 Signages located at - SHA 1st Floor
 - 2 Signages located at – Arrival Hall
- Exclusivity – Only 1 client per Signage
- Variety of Branding options such as :
 - TVC
 - Static
 - Logos etc
- These Signages are the main source of Flight Status Information for all passengers who look at them frequently to check their flight status. 100% attention Guaranteed!!!



Cochin Airport

▶ Domestic Departures



Site no. D – 37 of Size 21' x7'

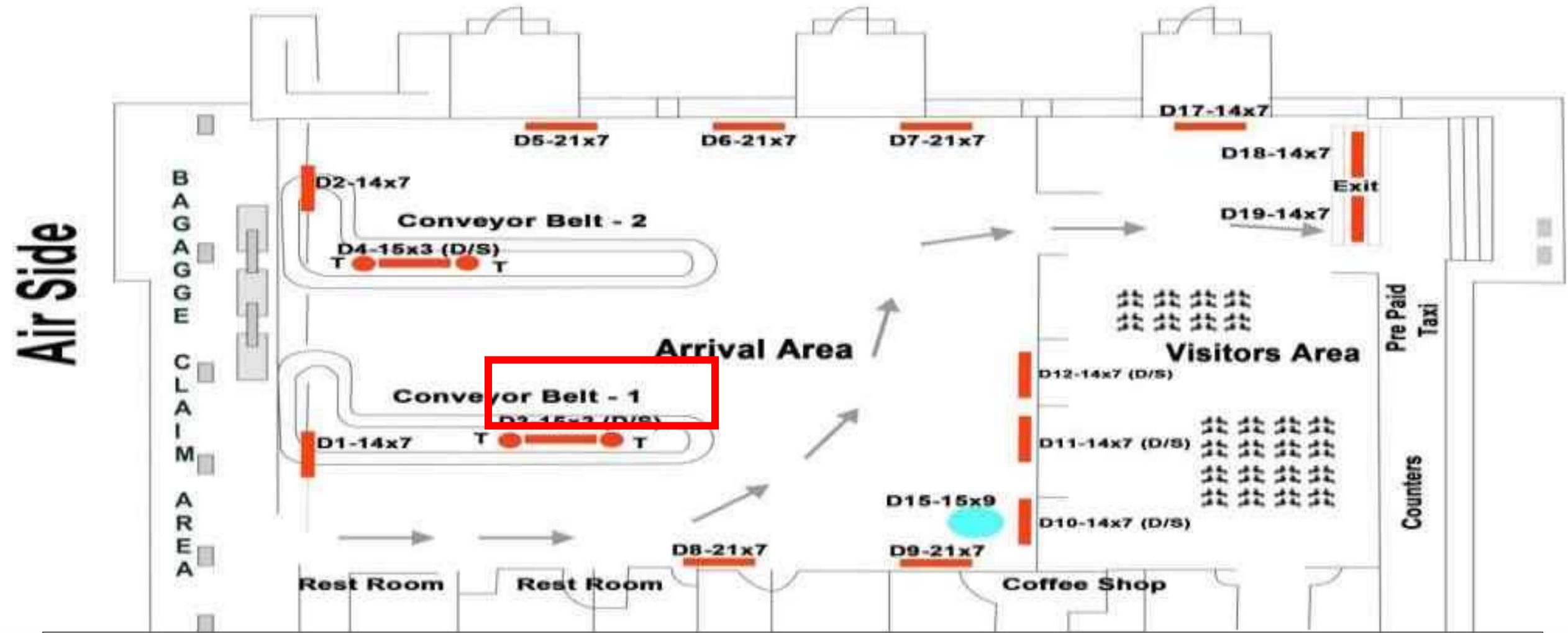
("Not to be Missed" Backlit translite in front of the security frisking booth catching the view of all the passengers entering into Security Hold from Pre Security Hold Area)

Rs.1,80,000 /- per month



Site no. D – 37 of Size 21' x 7'
("Not to be Missed" Backlit translite in front of the security frisking booth catching the view of all the passengers entering into Security Hold from Pre Security Hold Area)
Rs.1,80,000 /- per month

▶ Domestic Arrivals – Baggage Claim Area



Site no. D – 3 of Size 15' x3' (Double Sided)

(Double Sided Backlit Translite within the conveyor belt catching the view of all the passengers Collecting Baggage from the Baggage Claim Area)

Rs.2,70,000 /- per month

▶ Domestic Arrivals – Baggage Claim Area



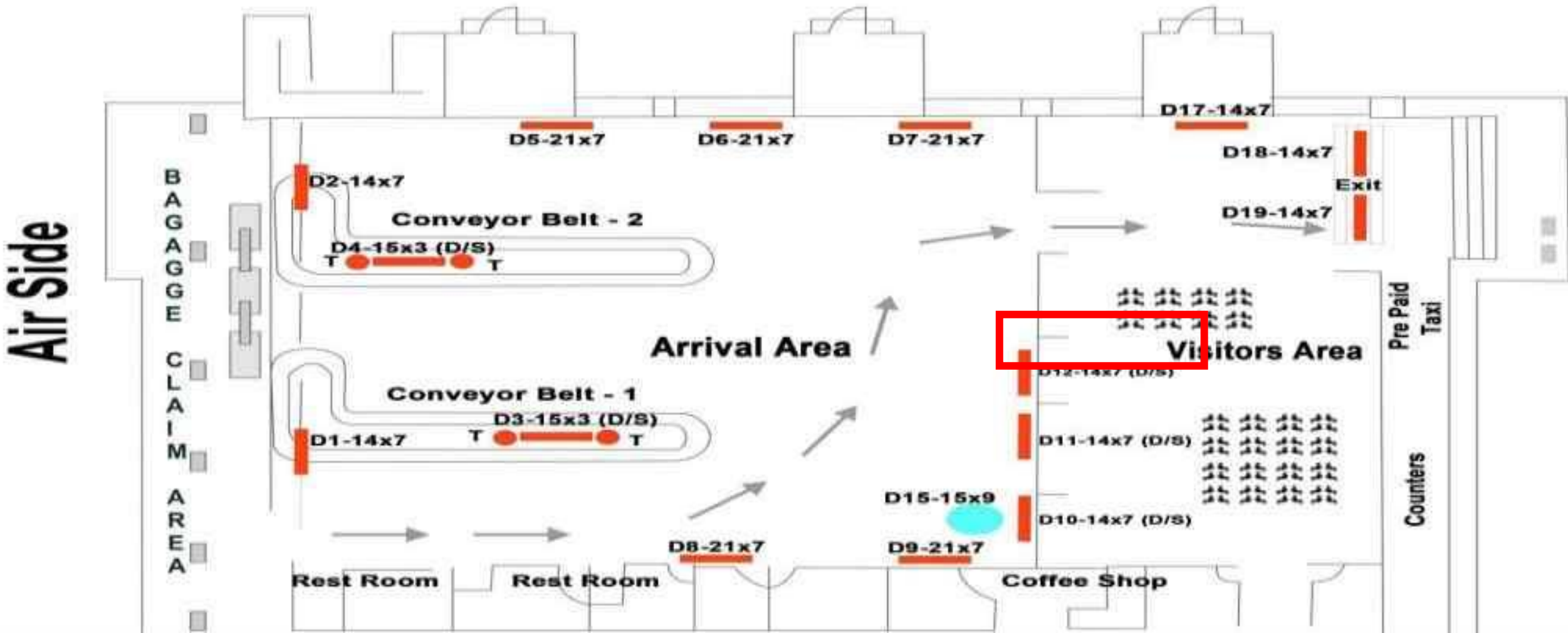
Site no. D – 3 of Size 15' x3' (Double Sided)

(Double Sided Backlit Translite within the conveyor belt catching the view of all the passengers Collecting Baggage from the Baggage Claim Area)

Rs.2,70,000 /- per month

15.09.2014

▶ Domestic Arrivals



Site no. D – 12 of Size 14' x7' (Double Sided)
(**Double Sided** Backlit Display with Majestic View catching the view of all the passengers at the Arrivals Lounge)
Rs.1,50,000 /- per month (Blocked by other Client)



Site no. D – 12 of Size 14' x7' (Double Sided)
(Double Sided Backlit Display with Majestic View catching the view of all the
passengers at the Arrivals Lounge)
Rs.1,50,000 /- per month



Site no: E – 1 A of Size 60' x20'
(Large & Impact full Frontlit Single Sided Gantry with “Tremendous & Majestic Visual Impact”
catching the view of all Domestic Arriving passengers outside the Terminal with Full visibility)
Rs.2,70,000 /- per month



Site no. D – 12 of Size 14' x7' (Double Sided)
(**Double Sided** Backlit Display with Majestic View catching the view of all the
passengers at the Arrivals Lounge)
Rs.1,50,000 /- per month



Air Side

Billboard : E – 2B of Size 60' x20'

(Large Format Frontlit Billboard with Tremendous View catching the view of all the passengers outside the Terminal with full visibility)

Rs.2,70,000 /- per month (Blocked by other Client)



Billboard : E – 2B of Size 60' x20'
(Large Format Frontlit Billboard with Tremendous View catching the view of all the passengers outside the Terminal with full visibility)
Rs.2,70,000 /- per month



Goa Airport

Goa Airport : Airport Stunner

This Ambient-Lit Hoarding is located in the centre of the Arrival Exit Gate, directly facing the departing passengers.

Placed at a strategic high traffic location, ensuring maximum visibility & recall.

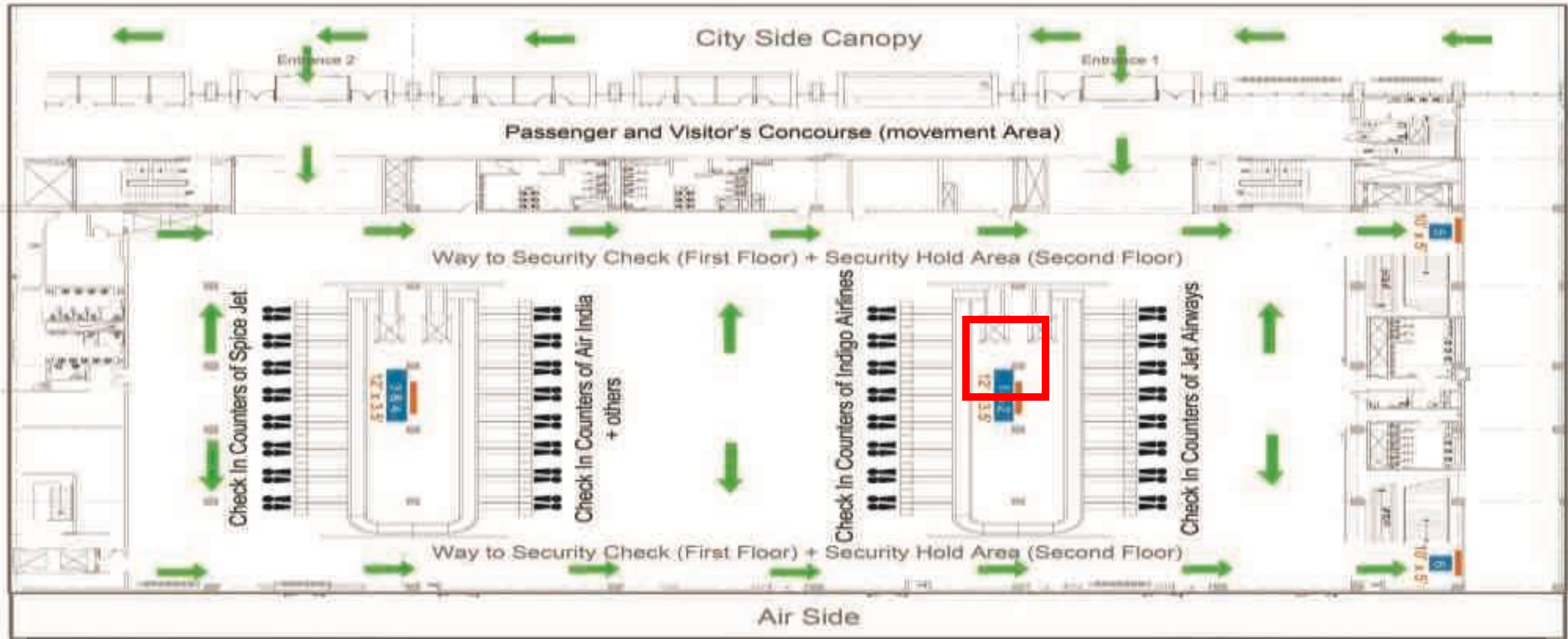
The Media is big enough to be seen from far while walking towards the Exit Gate.

Rs.1.50 lakhs per month plus taxes

W 16' x H 8'



▶ Domestic Departures – Check In Area



Site no. 01 of Size 12' x 3.5'
(**Floor Standing** Backlit Translite visible to all the passengers
at Check In Area)

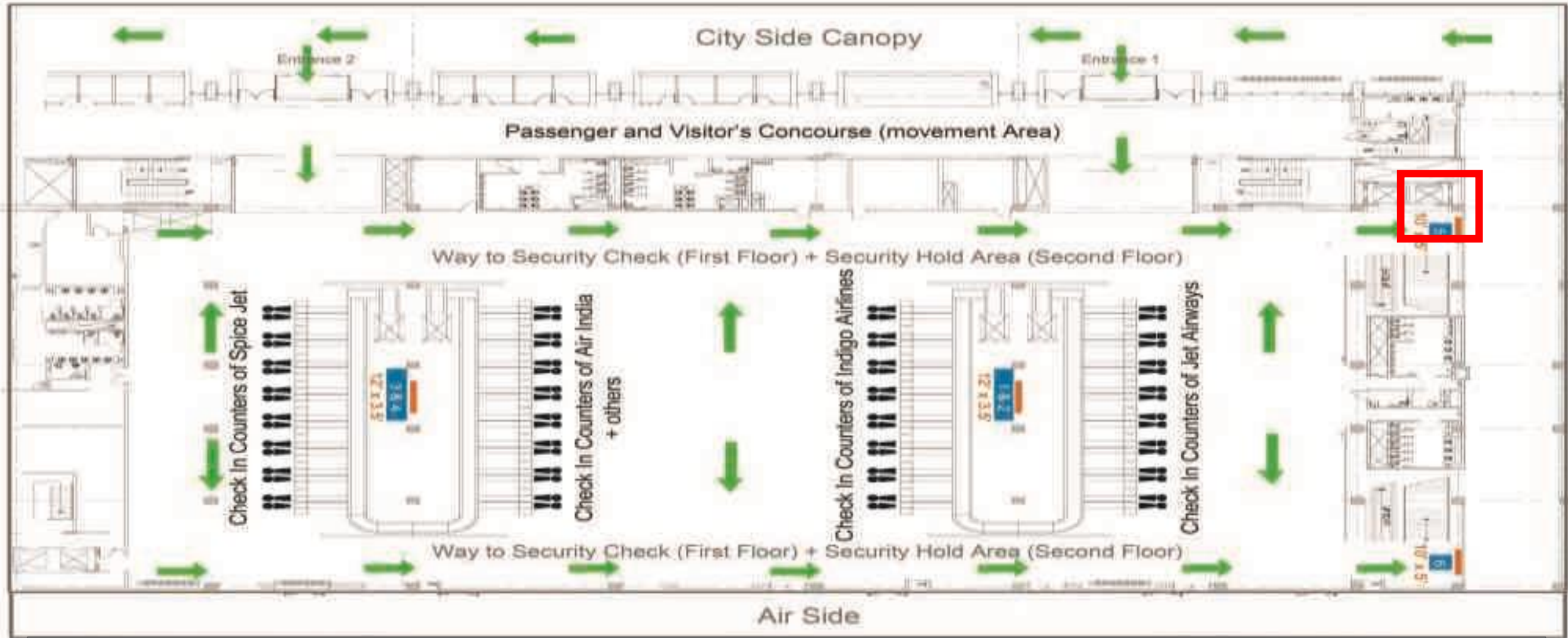
Rs.3,25,000/- per month

▶ Domestic Departures – Check In Area



Billboard : E – 2B of Size 60' x20'
(Large Format Frontlit Billboard with Tremendous View catching the view of all the passengers
outside the Terminal with full visibility)
Rs.2,70,000 /- per month

▶ Domestic Departures – Check In Area



Site no. 05 of Size 10' x 05'
(Floor Standing Backlit Translite visible to all the passengers at Check In Area)

Rs.4,35,000/- per month

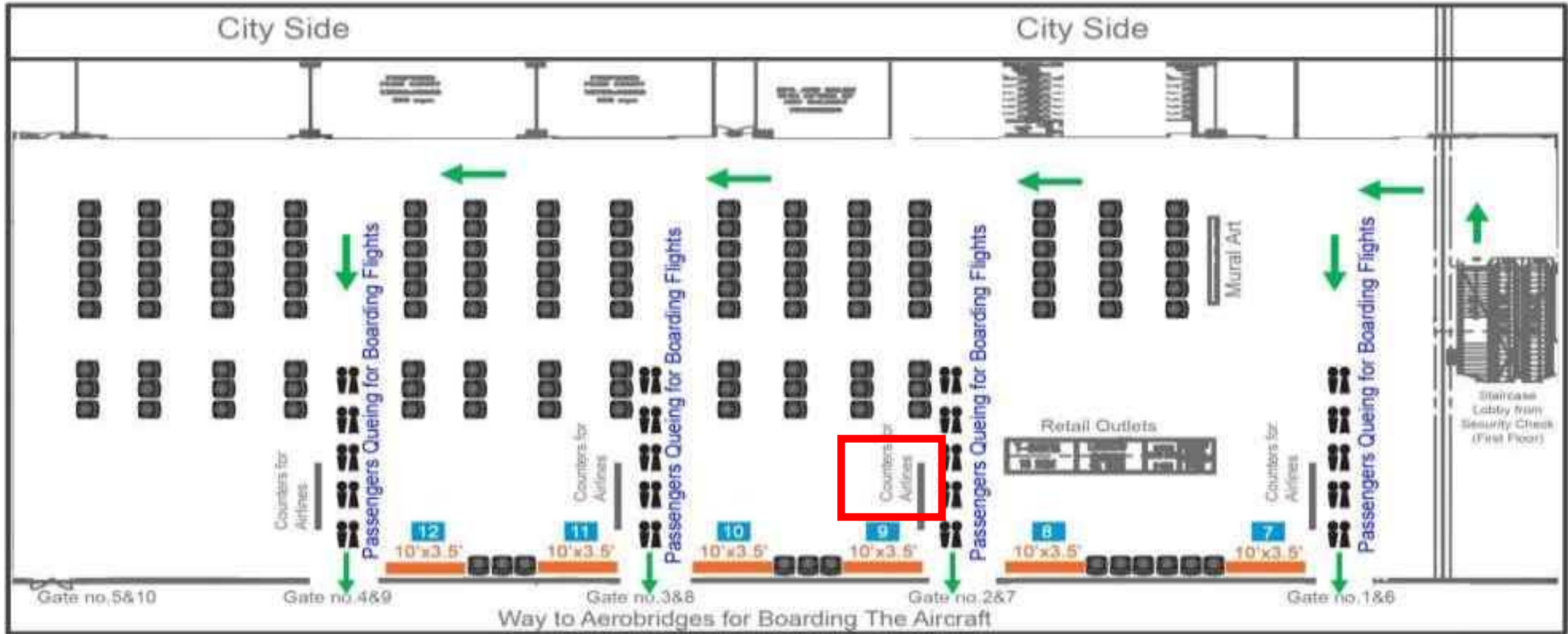
▶ Domestic Departures – Check In Area



Site no. 05 of Size 10' x05'
(**Floor Standing** Backlit Transite visible to all the passengers
at Check In Area)
Rs.4,35,000/- per month

10/05/2014

Domestic Departures – Security Hold Area



Site no. 09 of Size 10' x 3.5'
(**Floor Standing** Backlit Translite near the seating arrangement visible to all the passengers at the Security Hold Area)

Rs.4,35,000/- per month

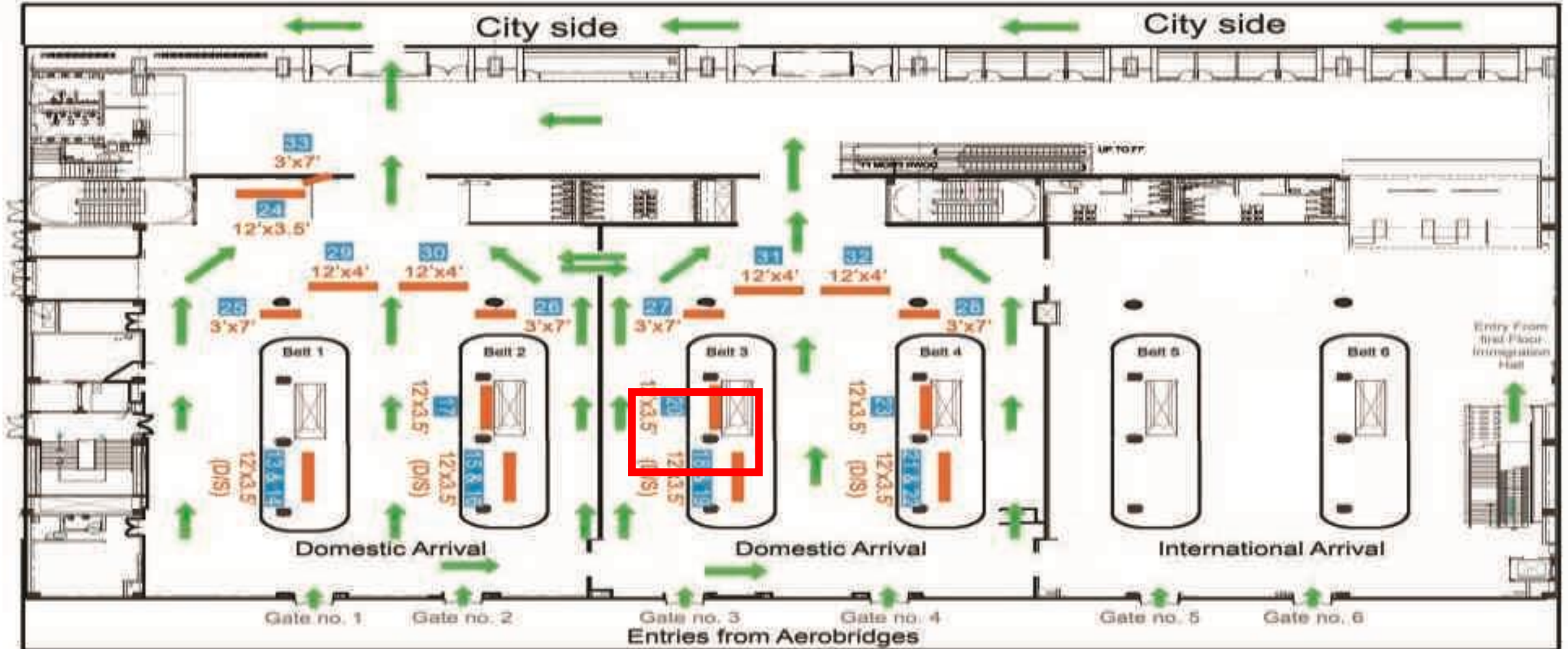


Site no. 09 of Size 10' x3.5'
(**Floor Standing** Backlit Translite near the seating arrangement visible to all the
passengers at the Security Hold Area)

Rs.4,35,000/- per month

10/05/2014

Domestic Arrivals – Baggage Claim Area

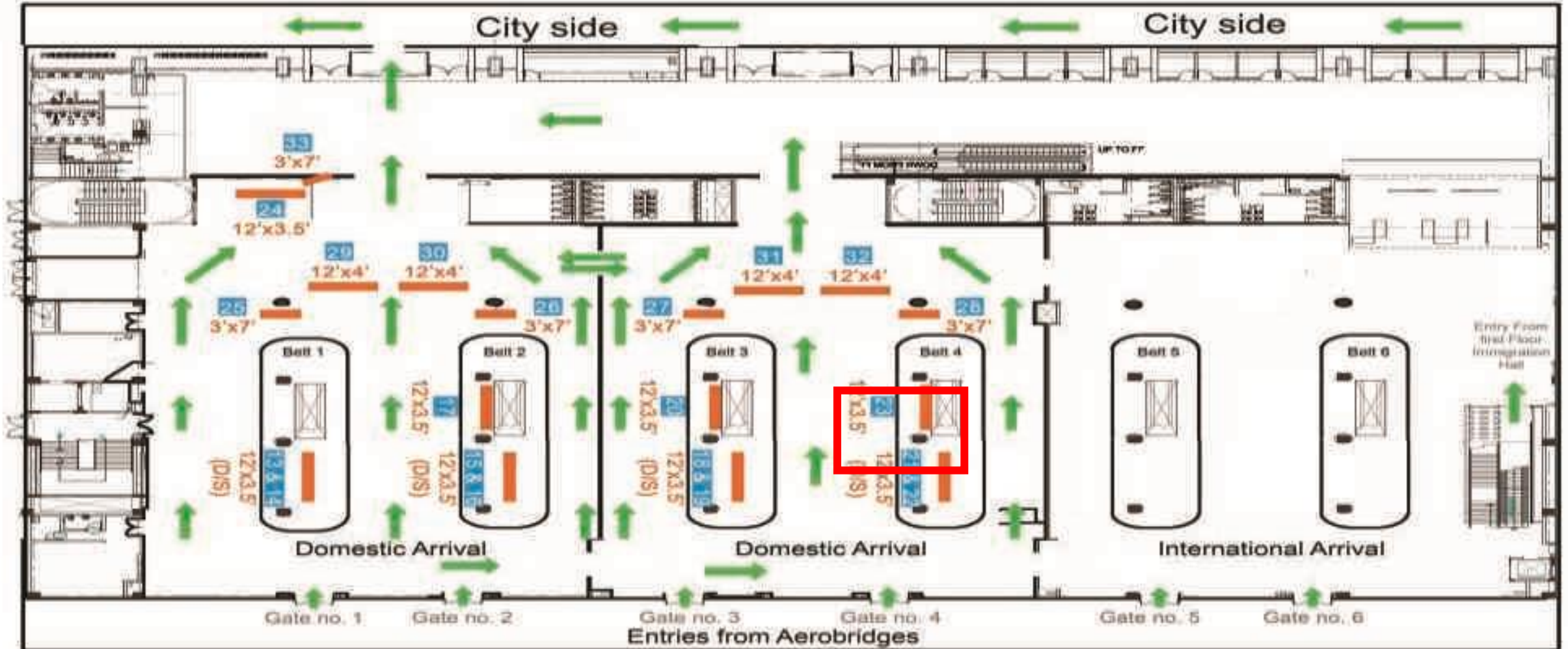


Site no. 19 of Size 12' x 3.5'
(Floor Standing Backlit Translite with in the conveyor belt no.3 visible to all the passengers at baggage claim area)
Rs.3,25,000/- per month

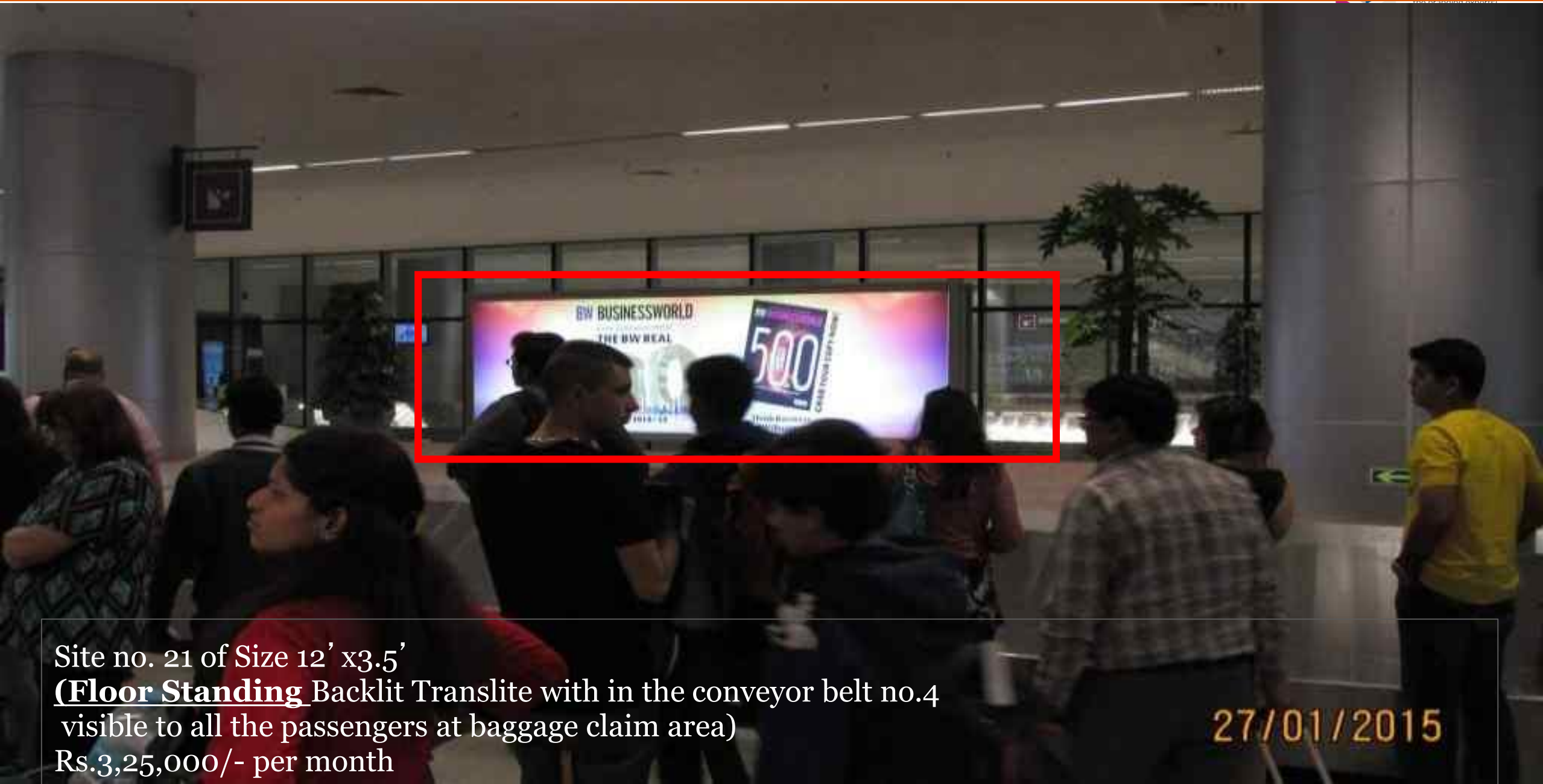


Site no. 19 of Size 12' x3.5'
**(Floor Standing Backlit Translite with in the conveyor belt no.3
visible to all the passengers at baggage claim area)**
Rs.3,25,000/- per month

Domestic Arrivals – Baggage Claim Area



Site no. 21 of Size 12' x 3.5'
(Floor Standing Backlit Translite with in the conveyor belt no.4 visible to all the passengers at baggage claim area)
Rs.3,25,000/- per month



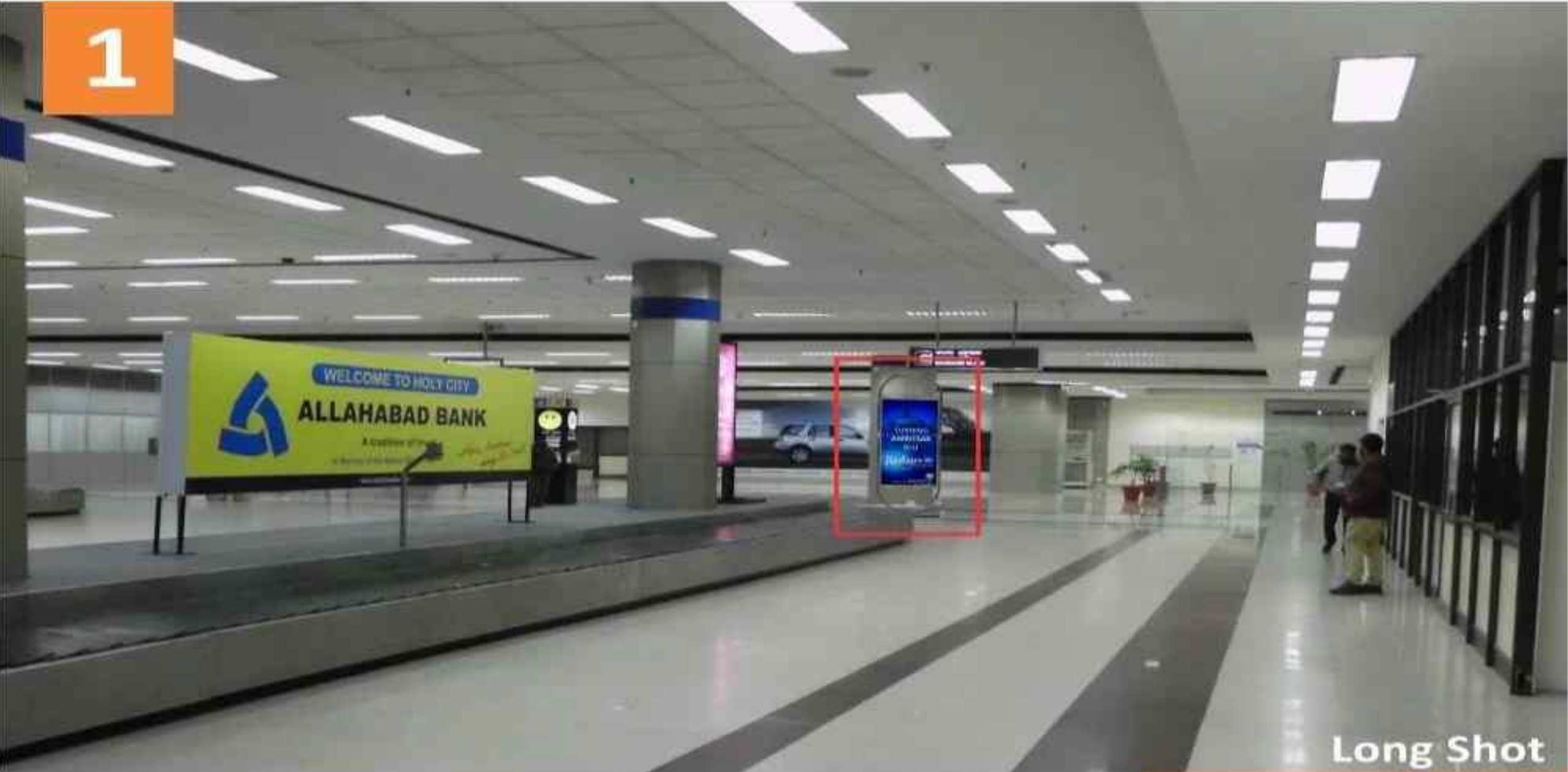
Site no. 21 of Size 12' x3.5'
**(Floor Standing Backlit Translite with in the conveyor belt no.4
visible to all the passengers at baggage claim area)**
Rs.3,25,000/- per month

27/01/2015



Amritsar Airport

1



Long Shot

Location: Domestic Arrival Terminal

Media: Translit Glow Sign

Size: 3 ft. W x 6 ft. H

Advantage: Head on Location, Visible to Everybody & Especially People Carrying Hand Bags

₹ 65,000/-
pm



6

INDORE

1800 1
www.mp

Passenger Shot

Location: Domestic Terminal Conveyor Belt -A1 on Entry Gate **Media:** LED Light Box **Size:** 15 ft. W x 4 ft. H

Advantage: Customer Waiting Time is between 10 to 20 minutes

₹

95,000/-
pm

One Side Display



9



Long Shot

Location: Domestic Terminal Conveyor Belt - B2 on Entry Gate **Media:** LED Light Box **Size:** 15 ft. W x 4 ft. H

Advantage: Customer Waiting Time is between 10 to 20 minutes



95,000/-
pm

One Side Display





Passenger™ Shot

Location: Domestic Terminal Conveyor Belt - B2 on Entry Gate **Media:** LED Light Box **Size:** 15 ft. W x 4 ft. H

Advantage: Customer Waiting Time is between 10 to 20 minutes

₹

95,000/-
pm

One Side Display



18



Long Shot

Location: International Terminal Conveyor Belt -B1-Side B

Media: LED Translit Light Box

Size: 15 ft. W x 4 ft. H

Advantage: Customer Waiting Time 30 Minutes.



1,25000/-
pm

One Side Display



19



Chhattisgarh
Full of Surprises

1800 102 6415
www.chhattisgarhtourism.net

Close Shot

Location: International Terminal Conveyor Belt - B2

Media: LED Translit Light Box **Size:** 8 ft. W x 4 ft. H

Advantage: Customer Waiting Time 30 Minutes.

₹

85,000/-
pm

One Side Display



12



Passenger Shot

Location: Immigration Que Area

Media: LEd Light Box

Size: 15 ft. W x 4 ft. H

Advantage: Every International Passenger Waits Here for 15 to 30 Minutes

₹

95,000/-
pm



12



Passenger Shot

Location: Immigration Que Area

Media: LED Light Box

Size: 15 ft. W x 4 ft. H

Advantage: Every International Passenger Waits Here for 15 to 30 Minutes



95,000/-
pm





Hyderabad Airport

Hyderabad Airport : Aerobridges Branding

- To ensure 100% Visibility of all Arriving and Departing passengers by offering multiple, cost effective branding options across all aerobridges and bus gates.
- Multiple branding/wrapping packages to choose from, different branding elements like
 - Exterior Arm Wrapping
 - Interior Glass Wrapping
 - Roof suspended head-on sites
 - Wall cladding inside the Aero Bridge
 - Wall wraps
 - Roof Suspended Dangers
- Advertise on strategic locations targeting 100% Departing & Arriving passengers, giving your brand the best eyeballs thus making it a cost effective and viable option.

Multiple Branding Options Available

Both the packages listed below will be displayed on all 6 domestic and 3 international aerobridges ensuring 100% passenger visibility :

Interior Branding Package (for 3 clients)

- 1) 2 Aerobridge panels interior branding.
- 2) Double sided roof suspended head on site.
- 3) Head on Walls or Wall Mount Unit (Backlit) on the way to bus gates.
- 4) Large format Side Panels at Bus gate Arrival corridor.

Exterior Wrapping Package (for 1 client)

- 1) External Wrapping of Moving Arms.
- 2) Head on Wall Wraps on Interior Rotunda.
- 3) Inside Ceiling Dangers in the Moving Arms.
- 4) Exterior Wrapping of the Rotunda.

Note: Head on Walls & Arrival corridor static panels are for 3 clients only.

The location choice will be on first come first serve basis.



Interior Branding Package

The interior branding package is available on all 9 aerobridges and comprises of:

- 1) Aerobridge panels interior branding.
- 2) Double sided roof suspended head on site.
- 3) Head on Walls or Wall Mount Unit (Backlit) on the way to bus gates.
- 4) Large format Side Panels at Bus gate Arrival corridor.

Head On wall Wrap at Bus Gate



Panels At Arrival Bus Gate

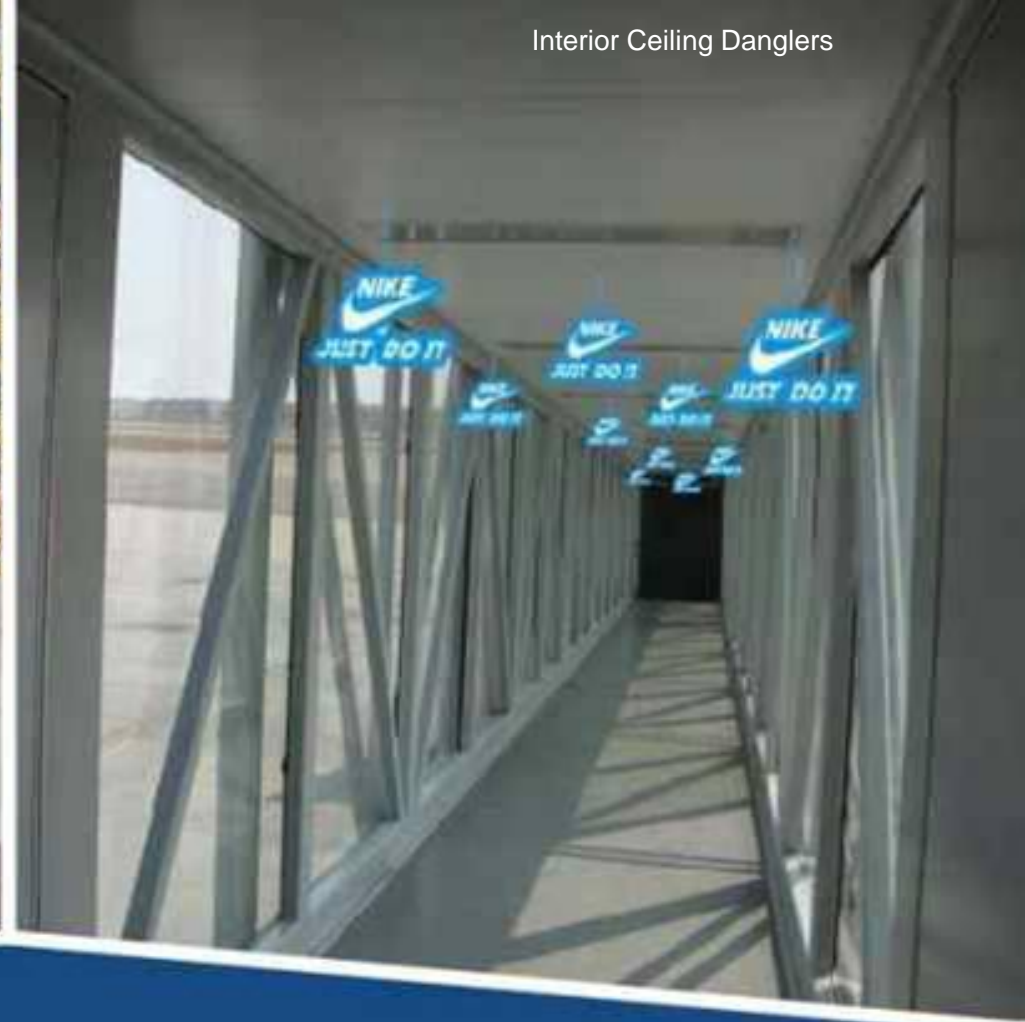


Interior Branding Package

Head On Wall Wraps in Internal Rotunda



Interior Ceiling Danglers



Exterior Wrapping Package

Commercials : Aerobridges

Advertising Type	Qty	Rate (Rs.)	Production (Rs.)
	(per cycle /month)		
Interior Branding Package	9 Aerobridges	Rs 8 lacs per client	As per actuals
Exterior Wrapping Package	9 Aerobridges	Rs 20.0 lacs per month	As per actuals

Terms & Conditions:

- Taxes extra as applicable
- Lead Time: 1-2 weeks from the date of final approval of the creative.
- Minimum period of display 1 month



Vizag Airport

Vizag Airport : Front Lit Head On Hoarding opp. Arrival Terminal

Located opposite the Arrival terminal building, directly facing the arriving passengers.

Placed at a strategic high traffic location, ensuring maximum visibility & recall.

Head on hoarding is prominently visible to passengers flying domestic & international as well as to the meeters & greeters.

Rs.2.75 lakhs per month plus taxes





Vizag Airport : Ambient Lit

This ambient - Lit or Back Lit Hoarding is located in the centre of the Arrival Exit Gate, directly facing the departing passengers. Placed at a strategic high traffic location, ensuring maximum visibility & recall. The Media is big enough to be seen from far while walking towards the Exit Gate.

Rs.1.0 lakhs per month plus taxes



**Conveyor Belt : Double sided
Ambient lit or Back lit Signage**

Rs.2.10 lakhs per month plus taxes

W 12' x H 4'

Ambient lit or Back lit
Signage

Rs.1.75 Lkhs per month plus taxes

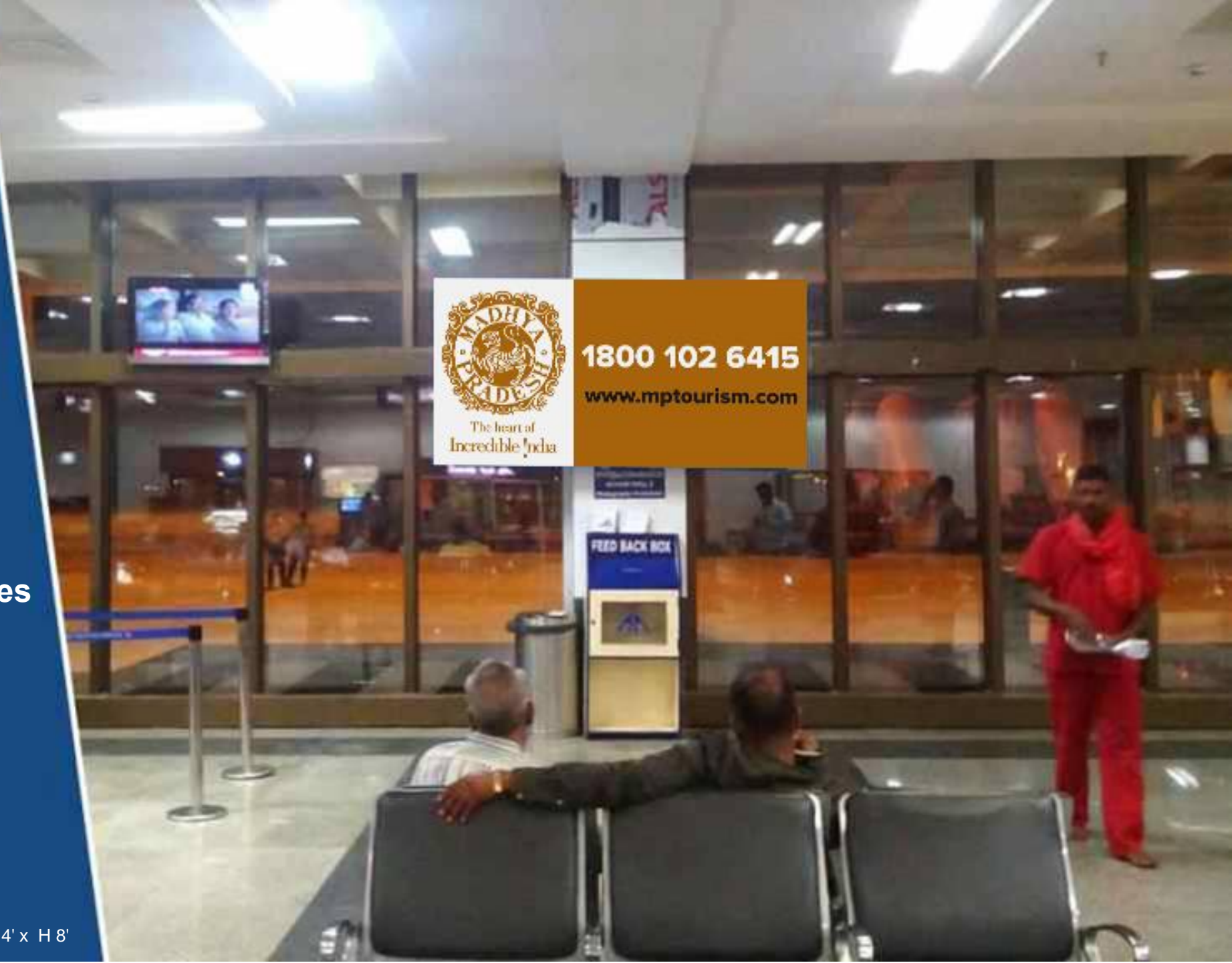
W 4' x H 8'



**SHA Ground floor :
Ambient lit or Back lit
Signage**

Rs. 1 lakh per month plus taxes

W 4' x H 8'





Guwahati AIRPORT



CENTRAL CONCOURSE AREA

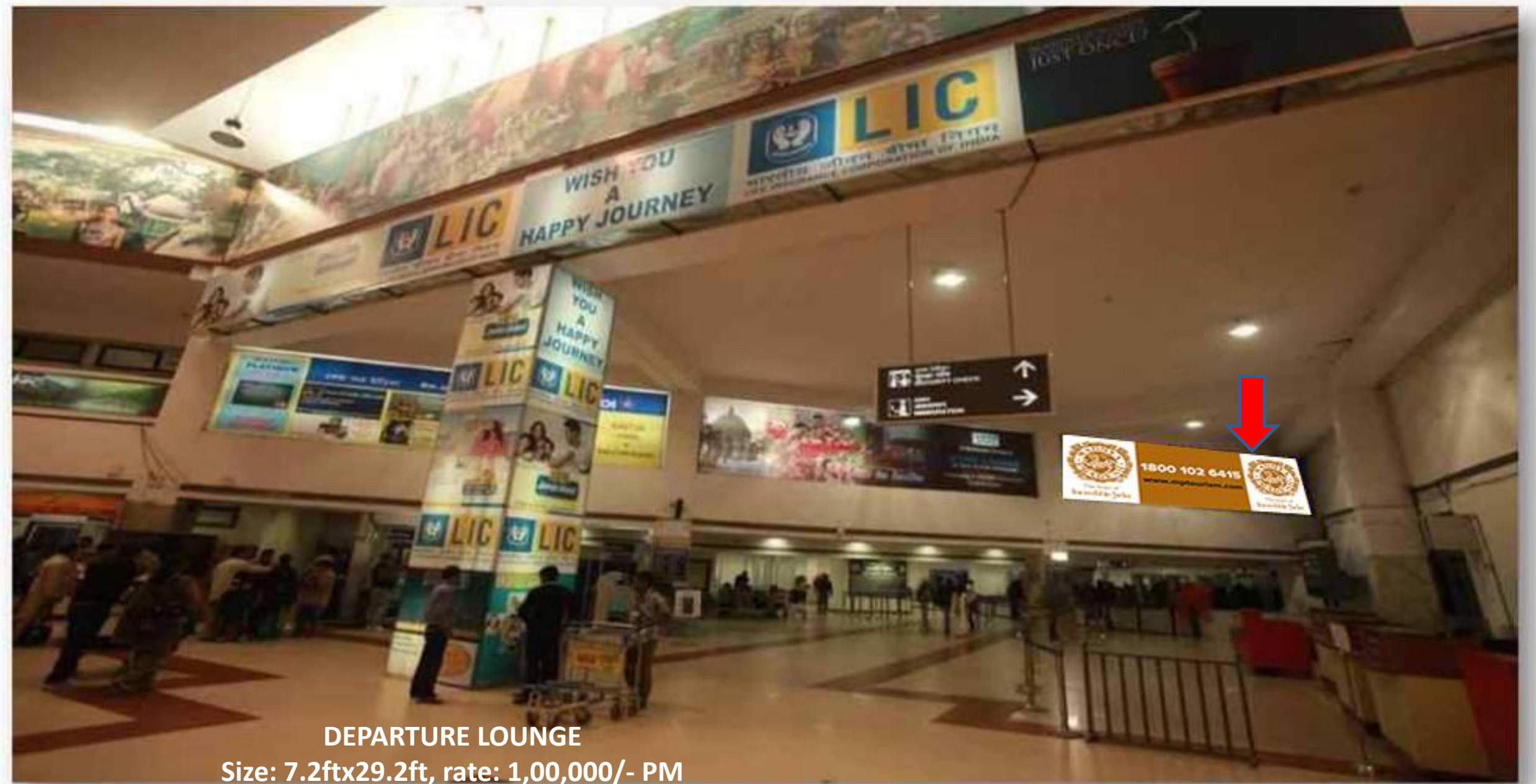
Each GSB: 3ftx11ft

Rate: 50,000/- PM each



CENTRAL CONCOURSE AREA
Each GSB: 3ftx11ft
Rate: 50,000/- PM each

CENTRAL CONCOURSE AREA



DEPARTURE LOUNGE
Size: 7.2ftx29.2ft, rate: 1,00,000/- PM



SECURITY HOLD AREA
Size: 4ft x 12ft, rate: 1,30,000/- PM



ARRIVAL LOUNGE- CONVEYOR BELT-1
SIZE: 4ftx8ft (Double Side) Rate: 1,10,000/- PM



ARRIVAL LOUNGE- CONVEYOR BELT-1
Back View of 4ftx8ft
1,10,000/- PM

ALLIED Airport MEDIA

Lounges...

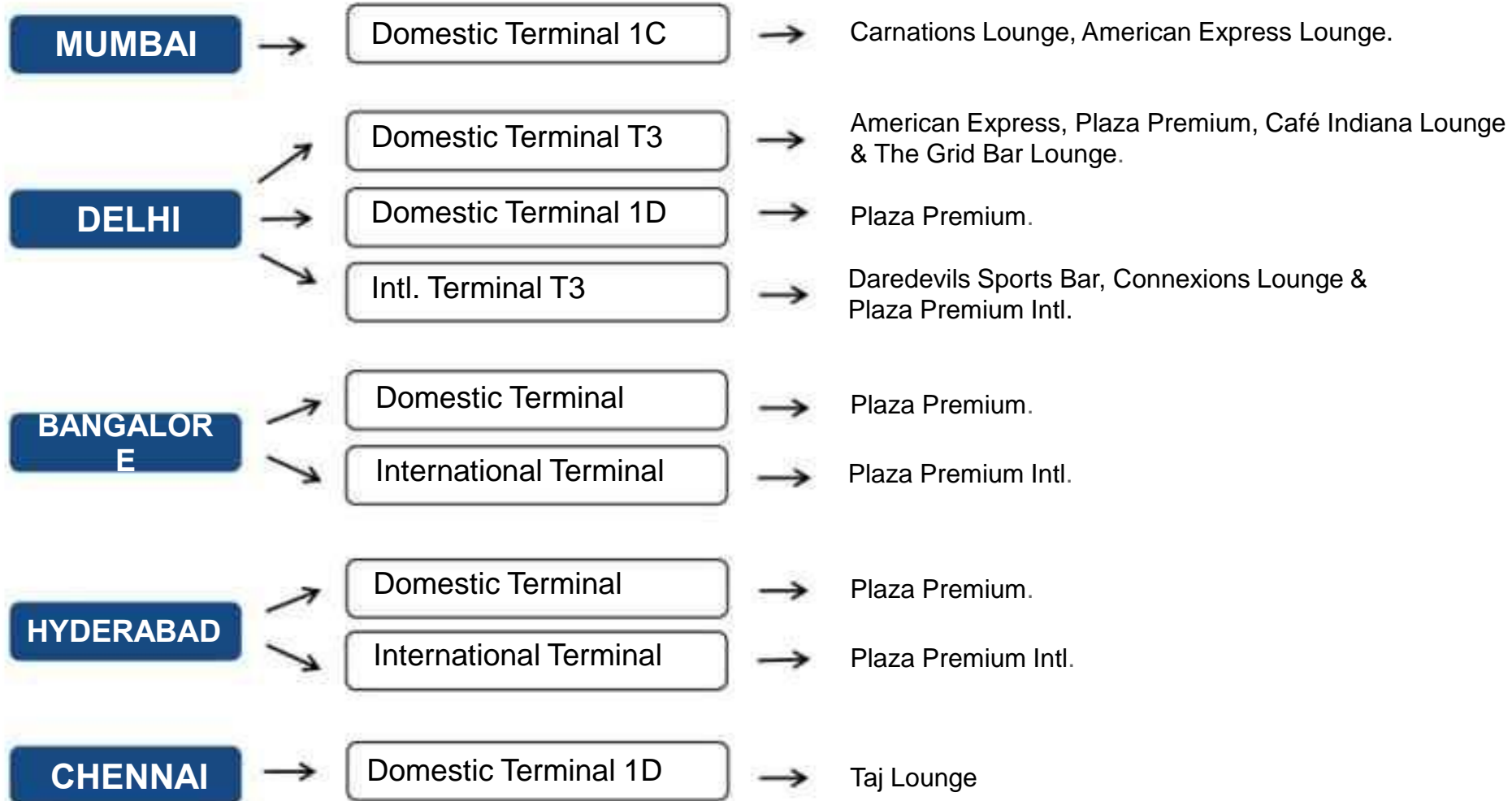
Branding Inside The Airport Lounges

- One of the most attractive benefits of an Airport Lounge is that it provides a Business Traveller (HNI), a secluded getaway from the crowd and chaos of the Airport.
- These lounges help a business traveller pass the time by offering comfortable seating, a soothing ambience, along with food and reading / entertainment/ Internet browsing options.
- The lounge is the HNI's to relax and unwind before they head towards their flight.

But why are we telling you all this????

- Imagine your brand or product being Advertised/Exhibited/Promoted at such a site..... and not only that, but you get to choose between the different types of media that you choose to advertise!!!
- Now that you know what can be done, let's take you further into it.....

LOUNGES LOCATION



Average footfalls per lounge per month 25,000 to 30,000

Media We Offer

Newspaper Jackets

Tent Cards/ Table Tops/ Drop Box

Product Display/ Brochure Distribution/ Product Sampling

Mobile Chargers (LED / Backlit Display)

Tablet Branding

Screen Savers

Logo Branding On Wall

Lounge Access Cards

Luxury Clocks

Liquor Pouring Rights

Advantages of Product Displays/ Brochure Distribution/ Product Sampling

- One sampling option is to have hot or wet products distributed to the passengers which are ready to consume/ use. The list of products that can be sampled/distributed is extensive and includes various eatables, brochures, dental kits, perfumes etc. We can even replace some of the items on the buffet table with your products.
- We can get the lounge to serve your tea or cook with your brand of rice/atta, serve your beverages, the list is extensive. You can give your consumers a chance to try different flavours, formulas, packaging by offering options from your full product line.
- Showcasing and getting people to experience is the best way to target potential customers..
- One of the biggest advantages of sampling at the lounges is that we can also provide a mechanism for feedback via Qr codes, drop boxes, forms etc.
- Sampling is the key method of making sure products make it onto the shelves of these HNI and stay there when faced with heavy competition.



Newspaper Jackets

All newspapers in the lounge will be wrapped in a jacket, that can be branded on all four sides.

These jackets will carry a full page advertisement of your brand.

Passengers reaching out for newspapers cannot miss the advertisement displayed.



Product Displays

Brochure Distribution

Product Sampling

—Go ahead and experience my brand before you spend any money on it!! - Is the epitome of Brand Experience leading to Brand confidence and Trust.

We can arrange for your product to be sampled or information brochure to be distributed from the reception of the lounge.

Subject to approval





Mobile Chargers (LED/ Backlit Display)

Mobile Chargers are located in the seating area where the highest volume of executives wait to travel.

These charging units can be placed at strategic locations showcasing your advertisement on a backlit screen. These units can also have an LED screen in the front with various entertainment & advertising options.

The shape can also be customized to suit your product or brand.

Airport Promotional Spaces

We can provide spaces of upto 300 sq. ft. at various airports for displaying your products and creating an experiential zone.

Available Airports at

- Chennai
- Kolkata
- Pune
- Ahmedabad &
Other AAI Airports

Rates Available on Request





Kolkata Airport Promo Space -10x10 feet ,Rs.10 lakhs per month plus 14.50%



Kolkata Airport CUBOIDS BRANDING -6x8 feet ,Rs.7 lakhs per month plus 14.5%



Kolkata Airport CUBOIDS BRANDING -6x8 feet ,Rs.7 lakhs per month plus 14.5%

Zone Creation At Security Hold Area –Departure at major Airports



Zone Creation At Security Hold Area –Departure at Major Airports



Security Tray Wrap



Security Trays are found at the security check right after the check-in counters in both the domestic and international departure terminals. Every passenger has to go through the check in order to board their flights.

These trays are kept at the security check counters for passengers to keep their belongings like mobile phones, wallet, laptop, etc. so they can be screened.

These trays can be branded with your logo & message from inside as well as outside.

The color of the trays can also be changed to your brand colours. Passengers spend a minimum of 5 - 7mins in the queue trying to clear security and get to the other side.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.

Security Tray Wrap

Advantages....

100% visibility covering both domestic and international departures.

Every passenger comes in contact with these trays twice hence doubling the chances of the brand being noticed.

Multiple media avenues with options of multiple creatives.

Customisation options available.

Tower like stacks ensure long distance visibility.

Relatively uncluttered environment enhances visibility and recall.



General Terms and Conditions:



the branding experts!

AIRCRAFTS • AIRPORTS • OOH

- Sites are offered on first cum first serve basis.
- The above rates have been quoted for a **minimum contractual period of 3 Months.**
- Payments to be made **in Advance**
- Service Tax@14.5%
- Display material to be provided by the advertiser.
- “The displays are generally subject to concurrence of Principal authorities. In the event of Principal Authorities directing to withdraw the displays for any reasons whatsoever the advertiser will be charged only at proportionate rate for the period of actual display i.e. from the day of installation to the day of withdrawal.”

▶ Thank You

the branding experts!
AIRCRAFTS • AIRPORTS • OOH



ALIGN
MEDIA
the advert experts!

A Sanjoy Saha Mondal Initiative

P223 Vidyarthi Villa, 2nd Floor Flat 5A
Ramtanu Lahari Sarani, Block J, New Alipore
Kolkata 700053
West Bengal, India

Website: www.alignmedia.in
Email: sanjoy@alignmedia.in

Phone: 033 2498 7579
Mobile: 98 30 091 834
Hand: 98 36 884 517